



Strategic Planning Stakeholder Survey

Preliminary Results

April 2019

Outline

- Background and timeline
- Preliminary survey results
- Feedback — performance and priorities

Background

- 2014-2018 Strategic Plan
 - Adopted 2013
 - Informed by stakeholder input
 - Communication, Science, Management, Governance
- 2020-2024 Strategic Planning Process
 - Initiated October 2018
 - Evaluate progress & identify future priorities
 - Stakeholder and management partner feedback

Timeline

- Online stakeholder survey: early 2019
- Stakeholder input and outreach
 - Advisory panel webinars and SSC meeting: April 12 through May 21
 - In-person public input sessions: April 24 (Rhode Island), May 6 (New Jersey), May 21 (Virginia)
 - Public webinar: May 7
- Final report: Council review June 4-6
 - Survey results
 - Advisory Panel, SSC and public input

Stakeholder survey

- Online survey conducted January 23 through March 8, 2019
- 803 surveys
- 3,869 comments from open-ended questions

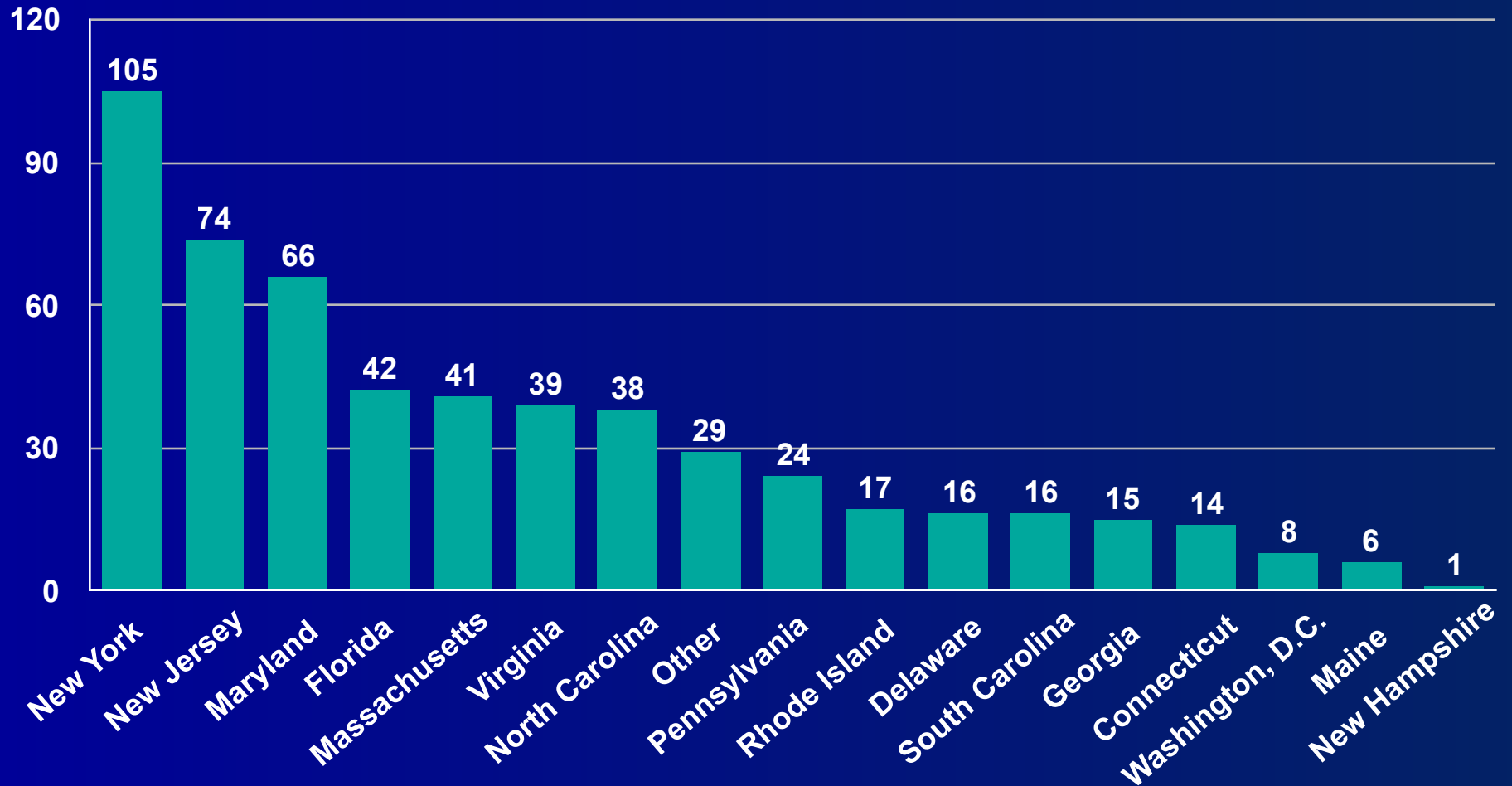
Results

- Participant information
- Vision statement feedback
- Goal area ratings and themes
- Future recommendations

Respondent roles

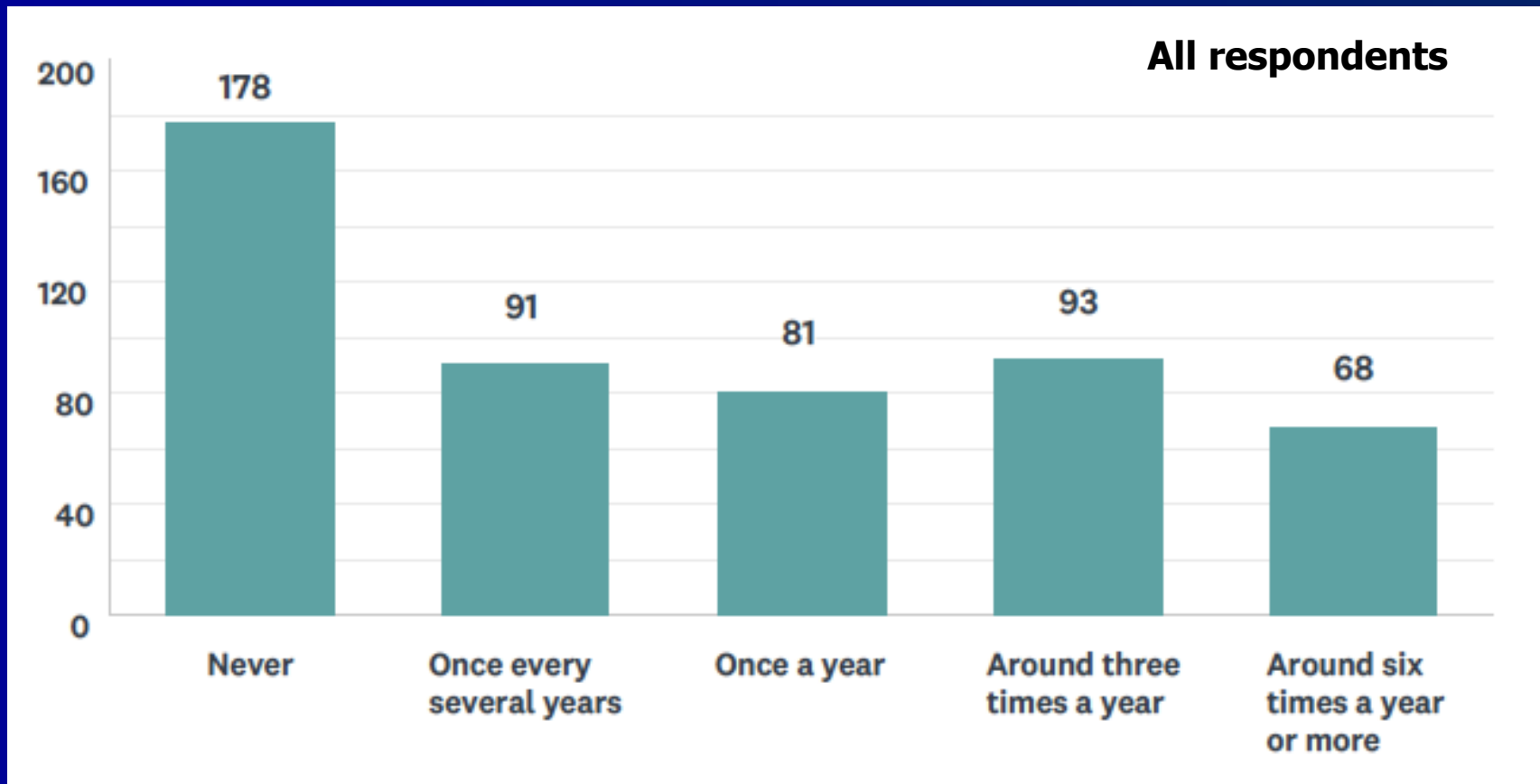
Descriptions	All Roles	Primary Role
Commercial -- captain, vessel owner, crew	78	43
Commercial -- shoreside operations	32	16
Commercial -- organization representative	28	14
Recreational -- private angler	298	217
Recreational -- bait and tackle	58	13
Recreational -- organization representative	40	17
Recreational -- for-hire (party/charter) captain or crew	79	56
Recreational -- other use (boating, diving, etc.)	87	18
Government Employee (federal, regional, state, local)	31	15
Science/Research	53	22
General Public	171	109
Other	16	8
Non-Governmental Organization Representative (including ENGOS)	21	17
TOTAL	992	565

Responses by state



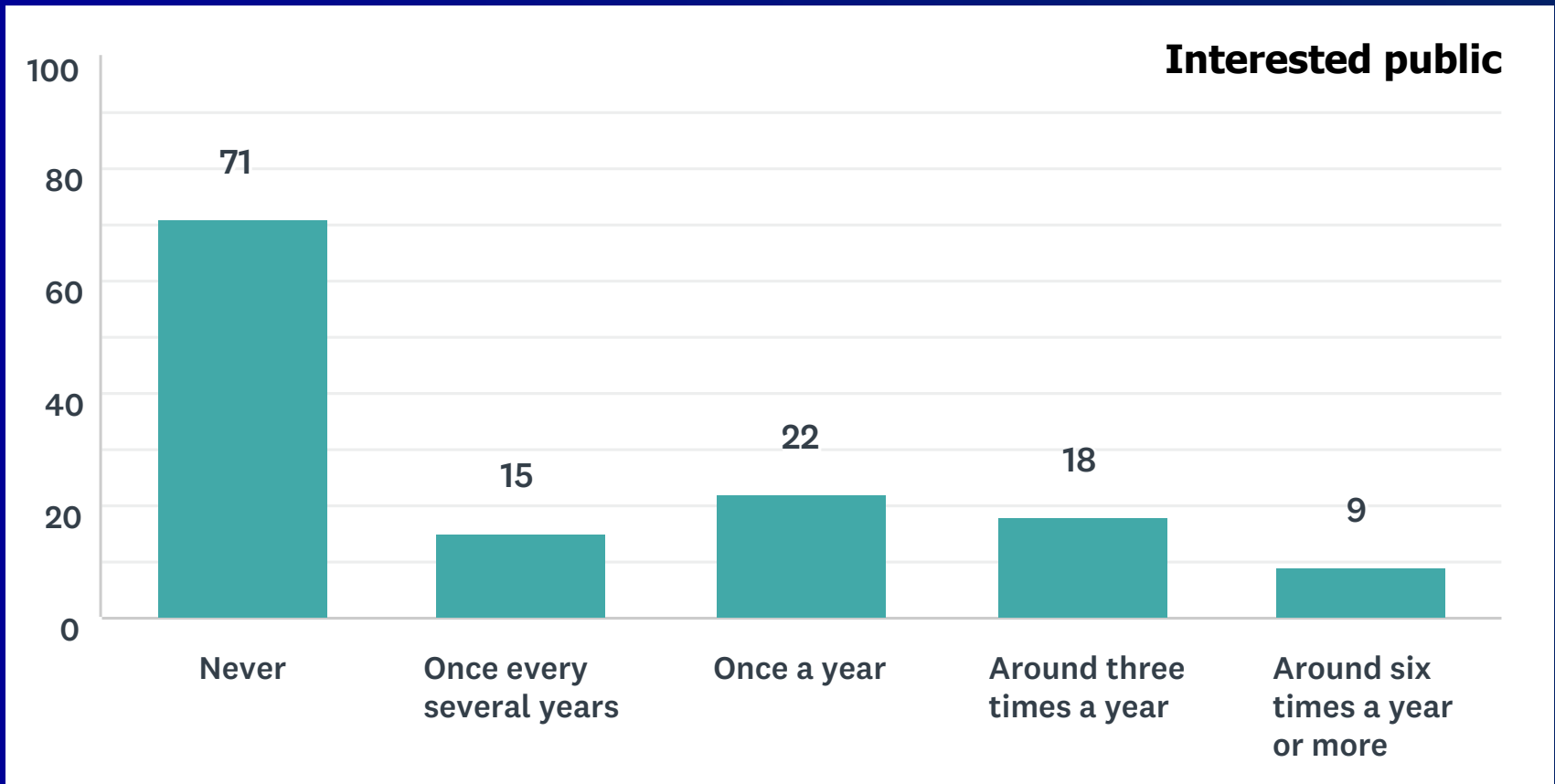
Frequency of participation

How often do you participate in the Council process?

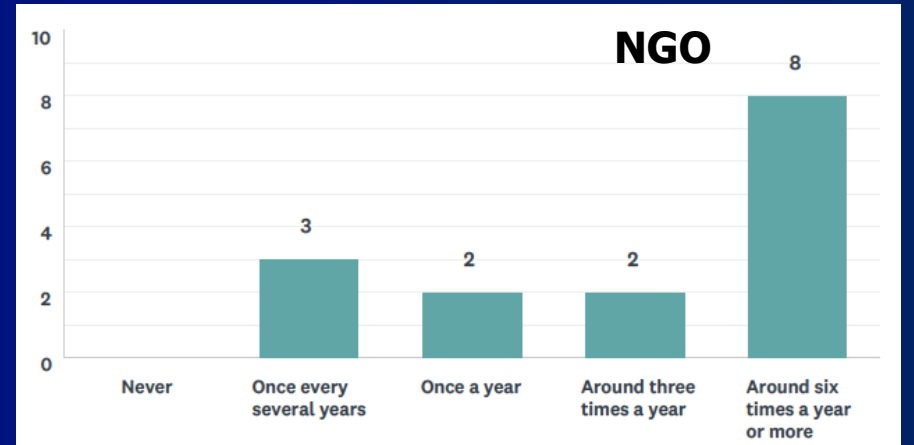
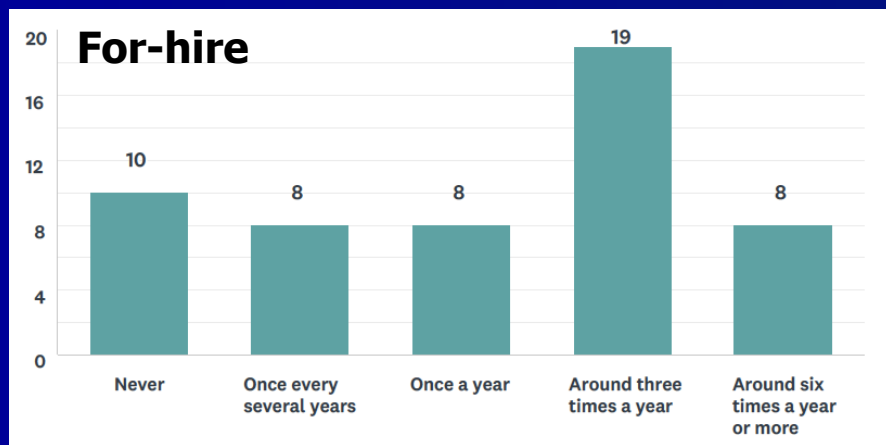
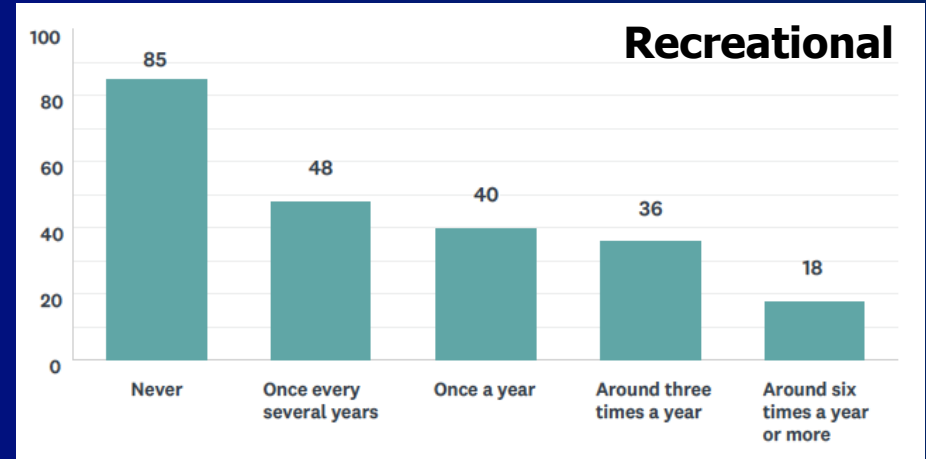
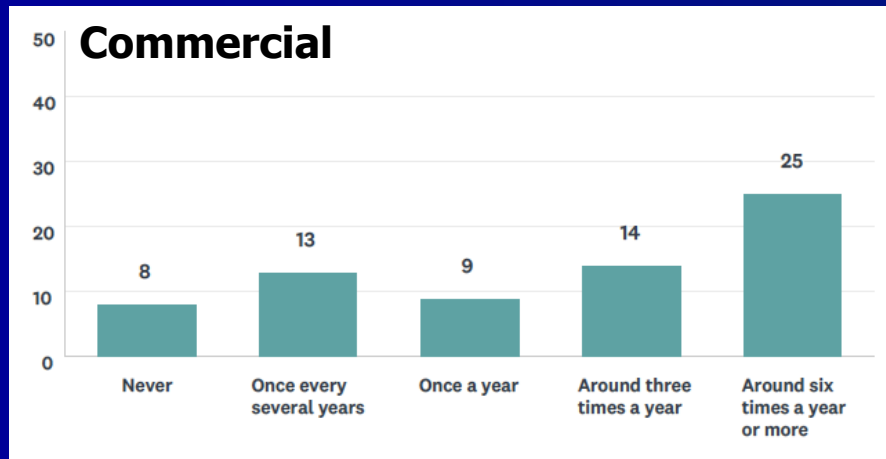


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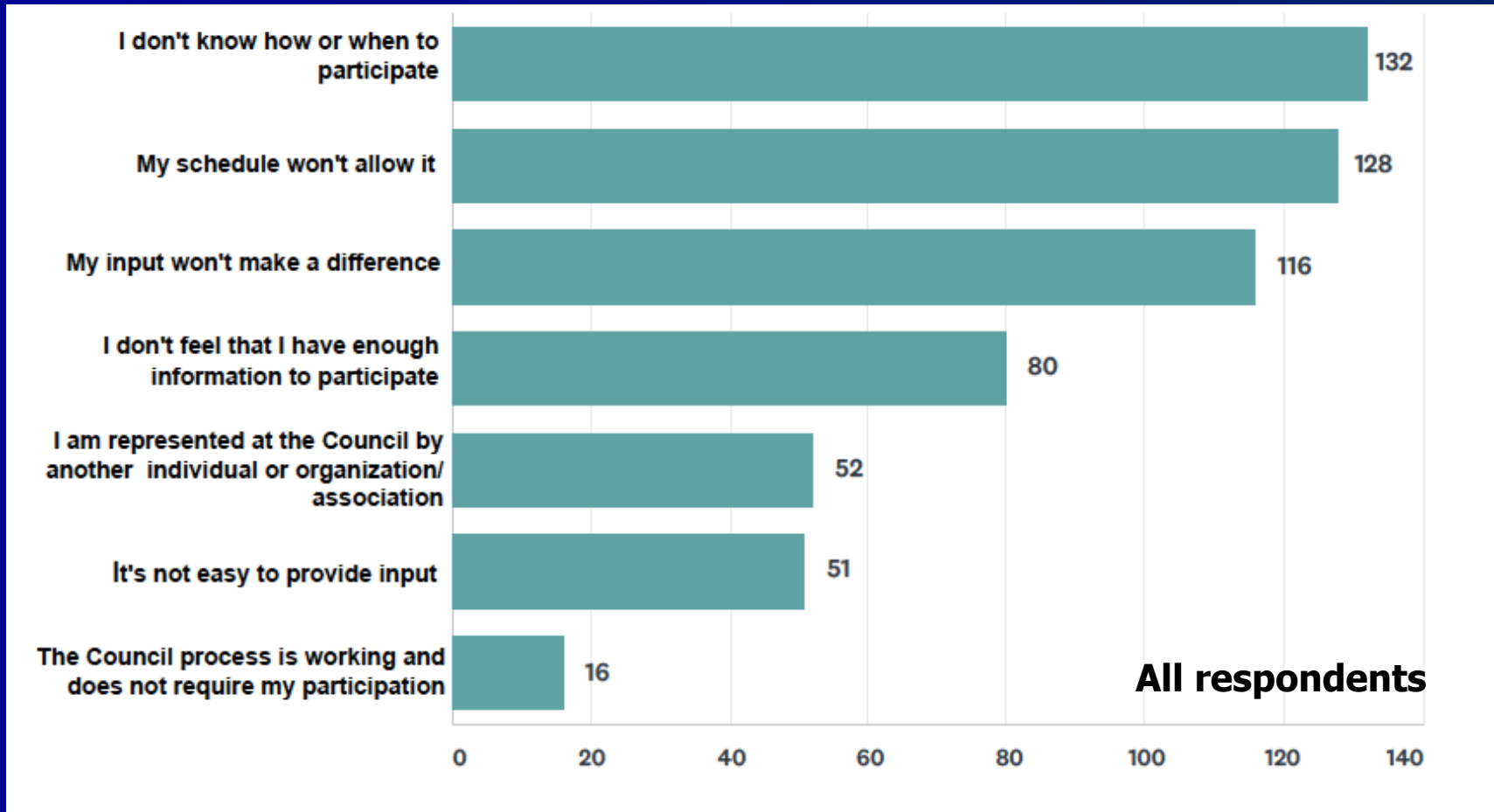


Frequency of participation



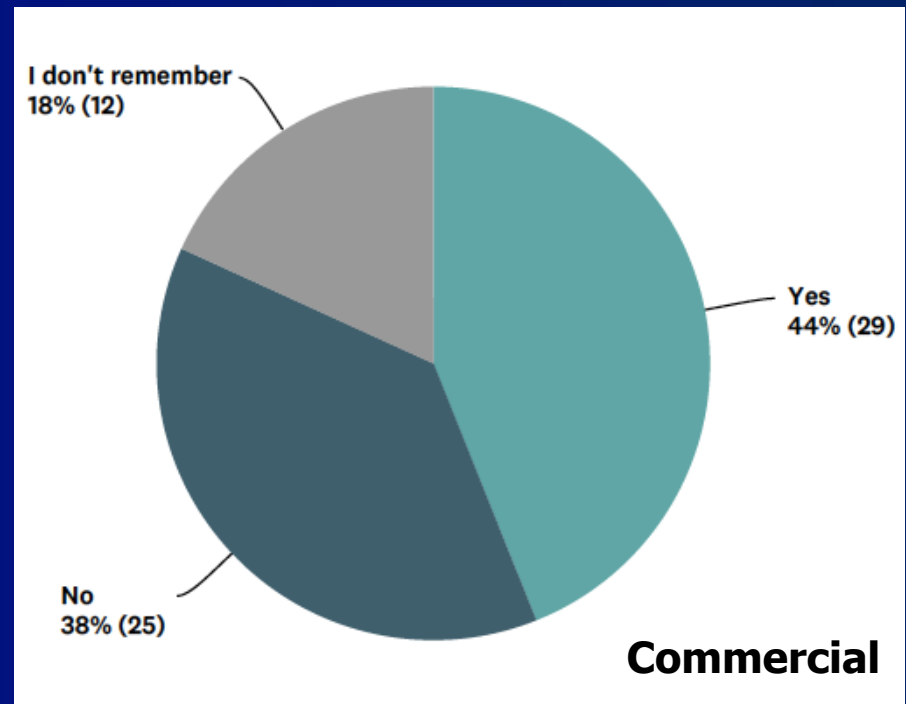
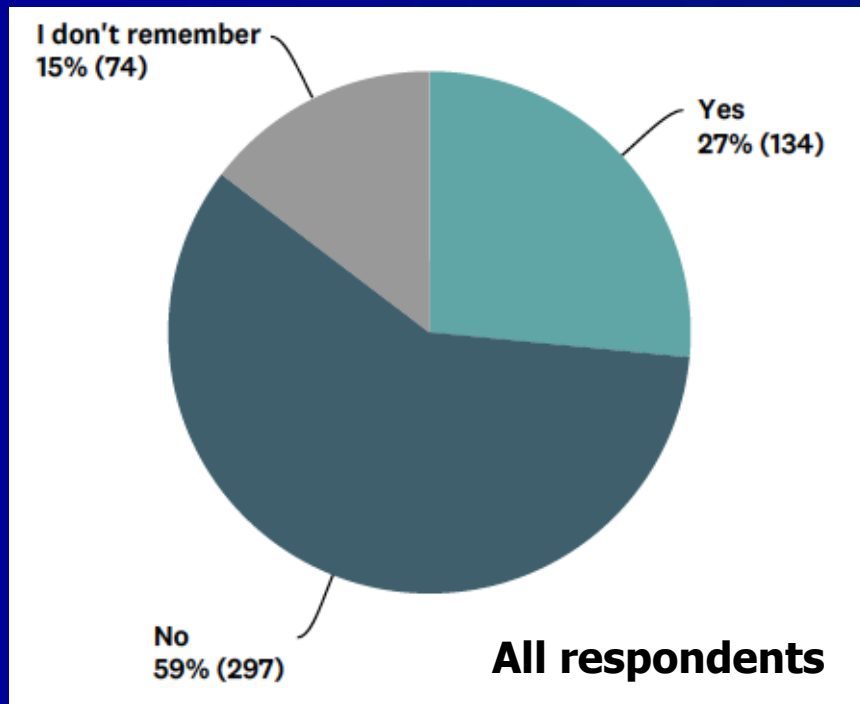
Challenges to participation

What issues prevent you from participating in the Council process?



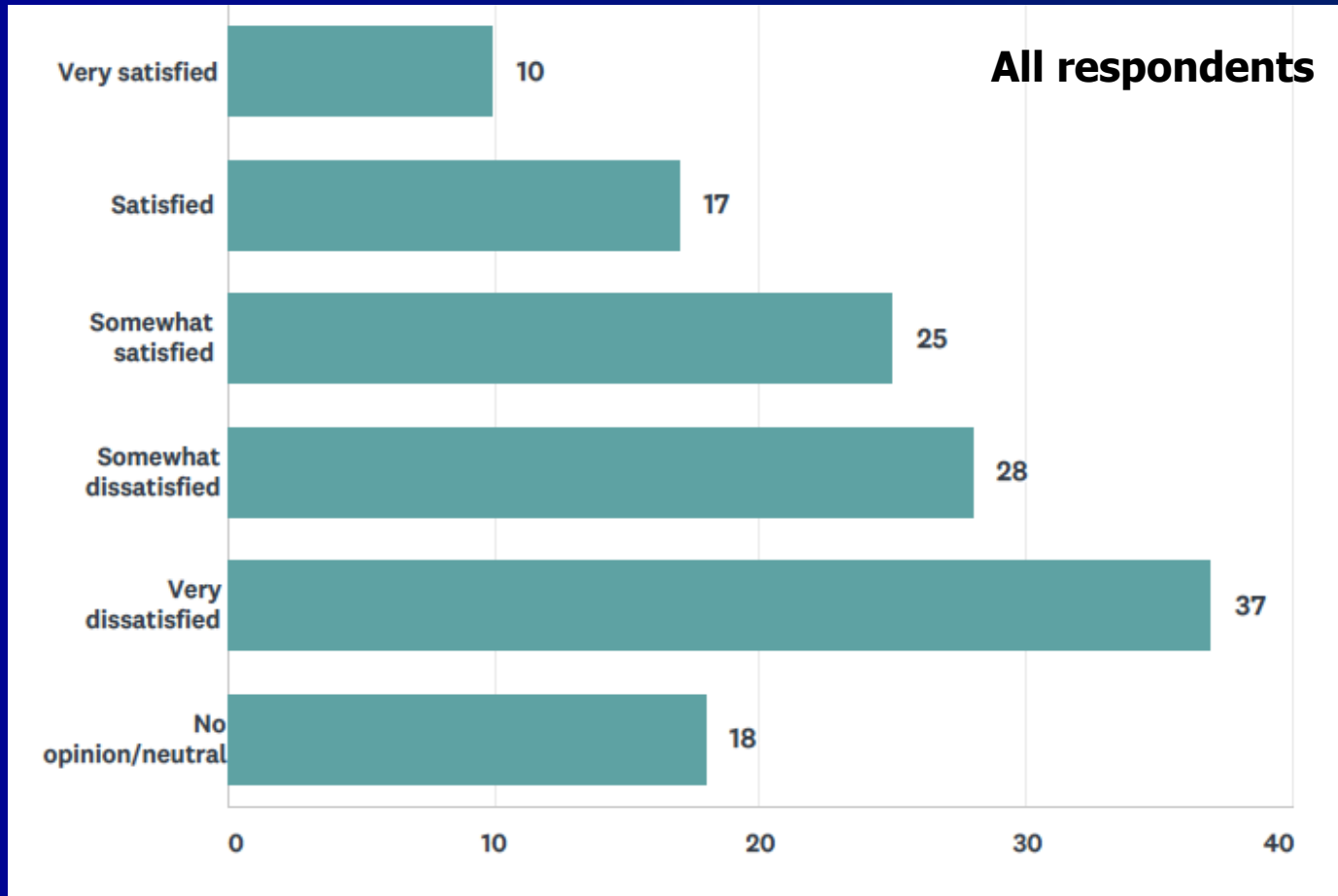
Strategic Plan input

Did you provide input into the 2014-2018 Strategic Plan process (attending a port meeting, taking a survey, providing written or oral comments, etc.)?



Strategic Plan input

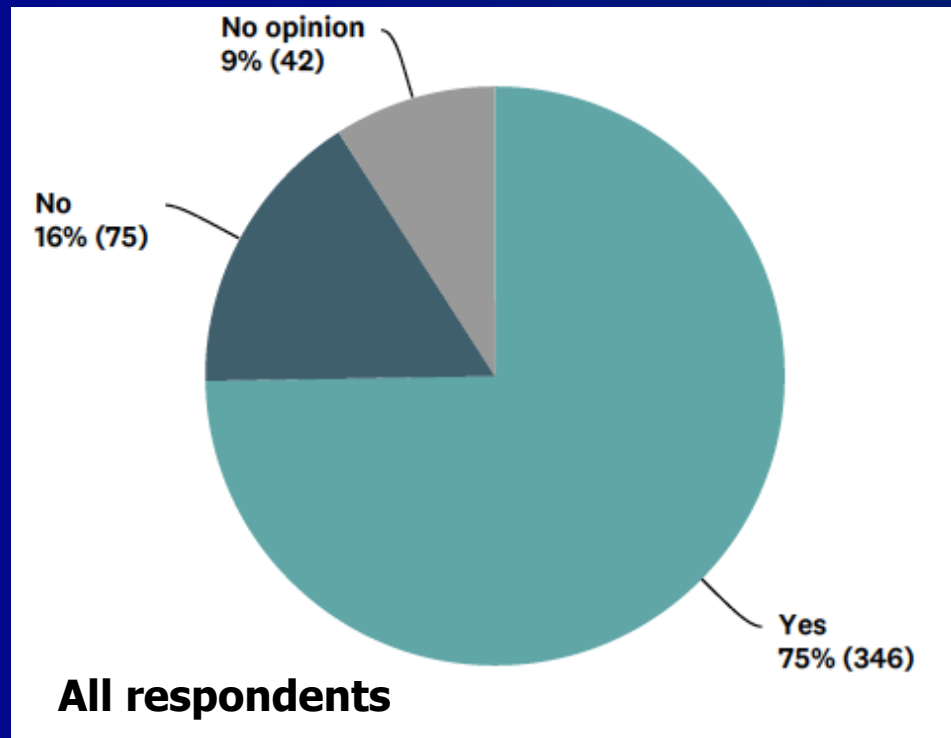
How satisfied are you that your input was adequately incorporated?



Vision statement

“Healthy and productive marine ecosystems supporting thriving, sustainable marine fisheries that provide the greatest overall benefit to stakeholders.”

Is this still an appropriate Vision for the Council?



Current vision statement comments

- Focus on healthy ecosystems
- Define “stakeholders”
- Clarify “benefit”
- Include fishing communities
- Reflect stakeholder balance and input
- Concern regarding ocean uses (offshore wind)
- Use of accurate data
- Implement the statement

Stakeholder visions

What would successful implementation of the Council's Vision look like?

- Healthy, pollution-free ecosystems
- Abundant, productive fish populations
- Sustainable coastal communities
- Balance of ecosystem and human needs
- Agreement among scientists, public interest groups, stakeholders
- Respect for on-the-water observations
- Accurate data and improved collection methods
- Fair/equitable access, minimal allocation conflicts
- Lack of politics/external influence in decisions

Goal Areas

Ratings and Themes

Current goals

Communication: Engage, inform, and educate stakeholders to promote public awareness and encourage constructive participation in the Council process.

Science: Ensure that the Council's management decisions are based on timely and accurate scientific data that are analyzed and modeled in a manner that improves stakeholder confidence.

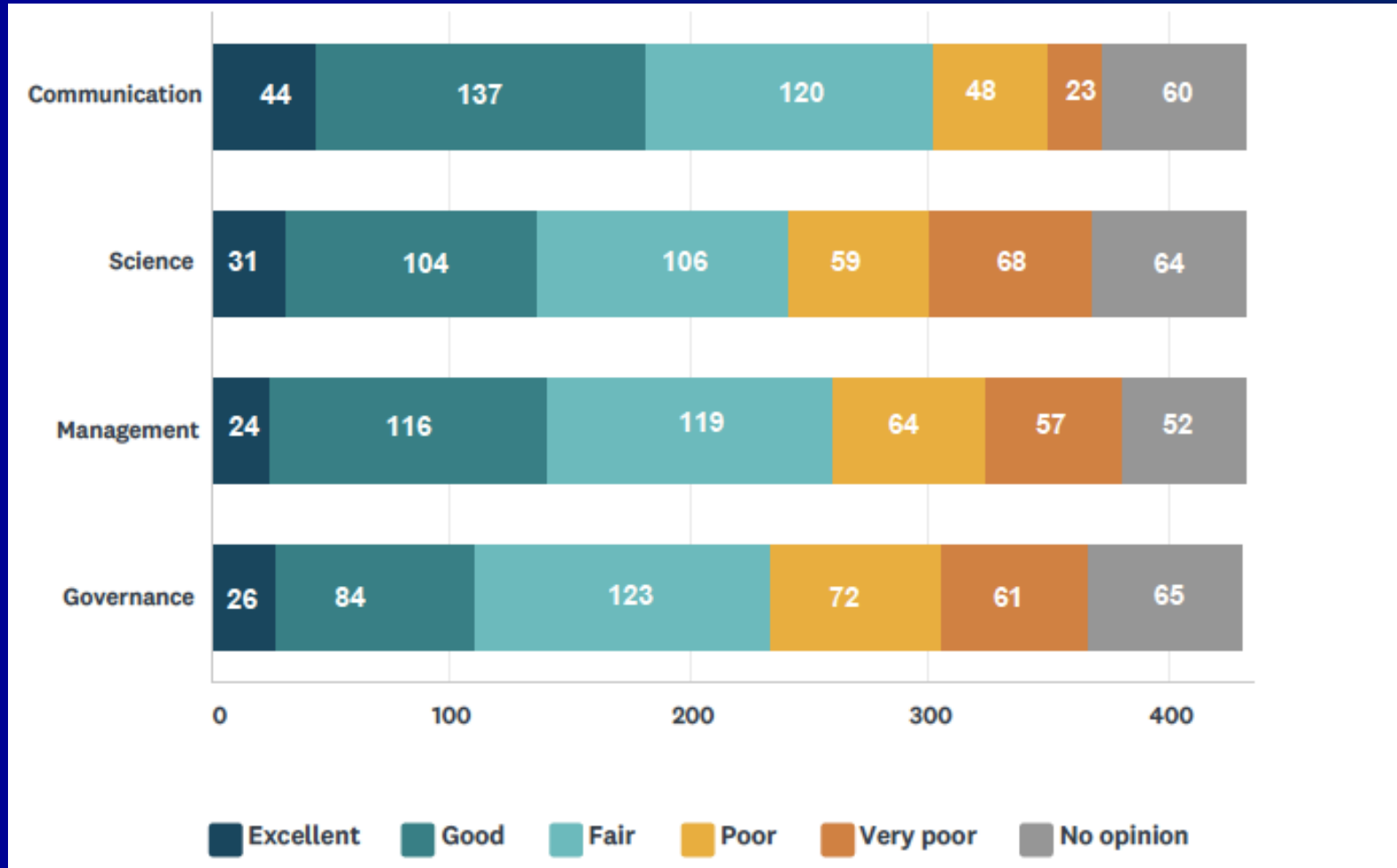
Current goals

Management: Develop fishery management strategies that provide for productive, sustainable fisheries.

Governance: Ensure that the Council's governance structures and practices fairly represent stakeholder interests, are coordinated with the Council's management partners, and include a clear and well-defined decision-making process.

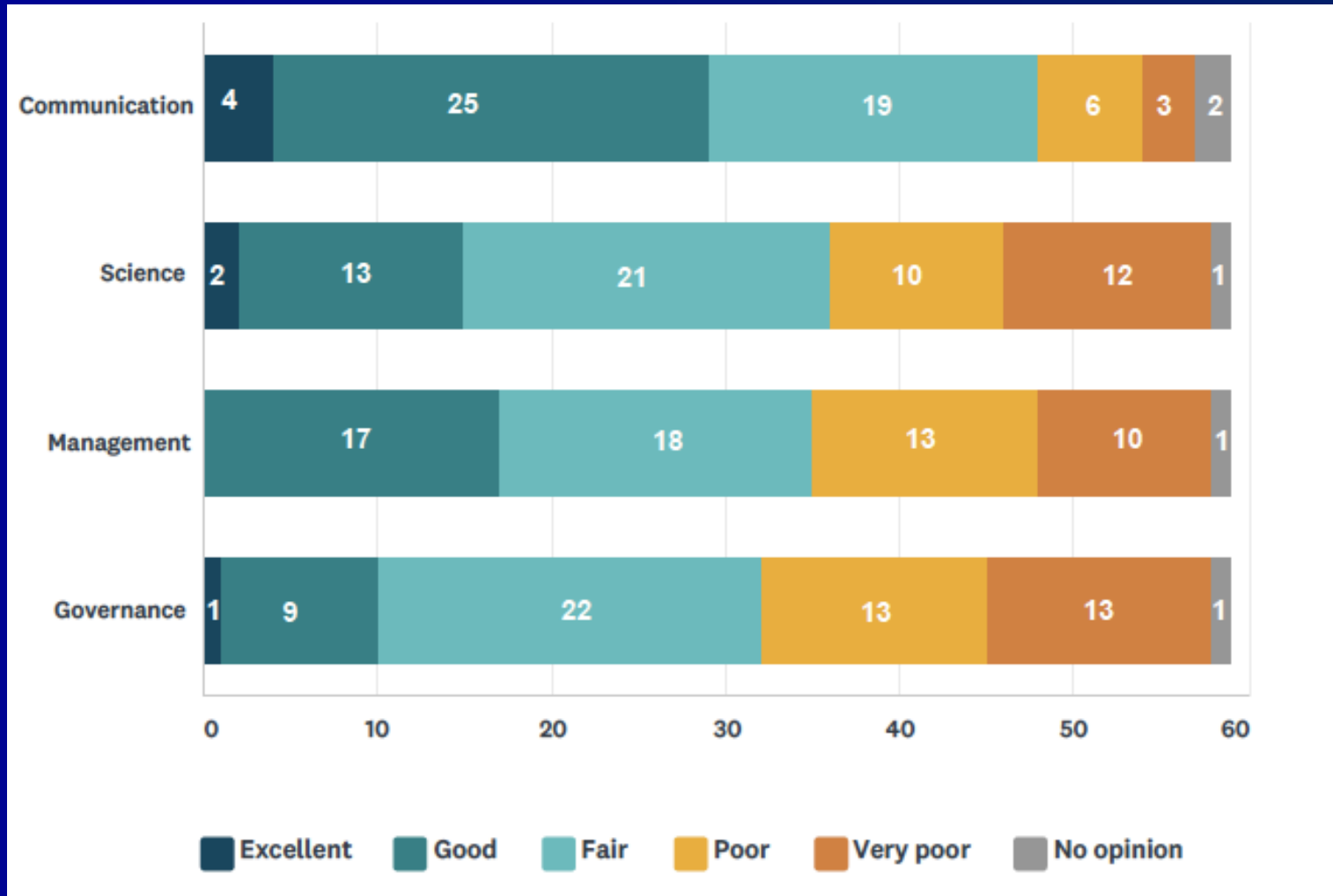
Goal ratings

All respondents



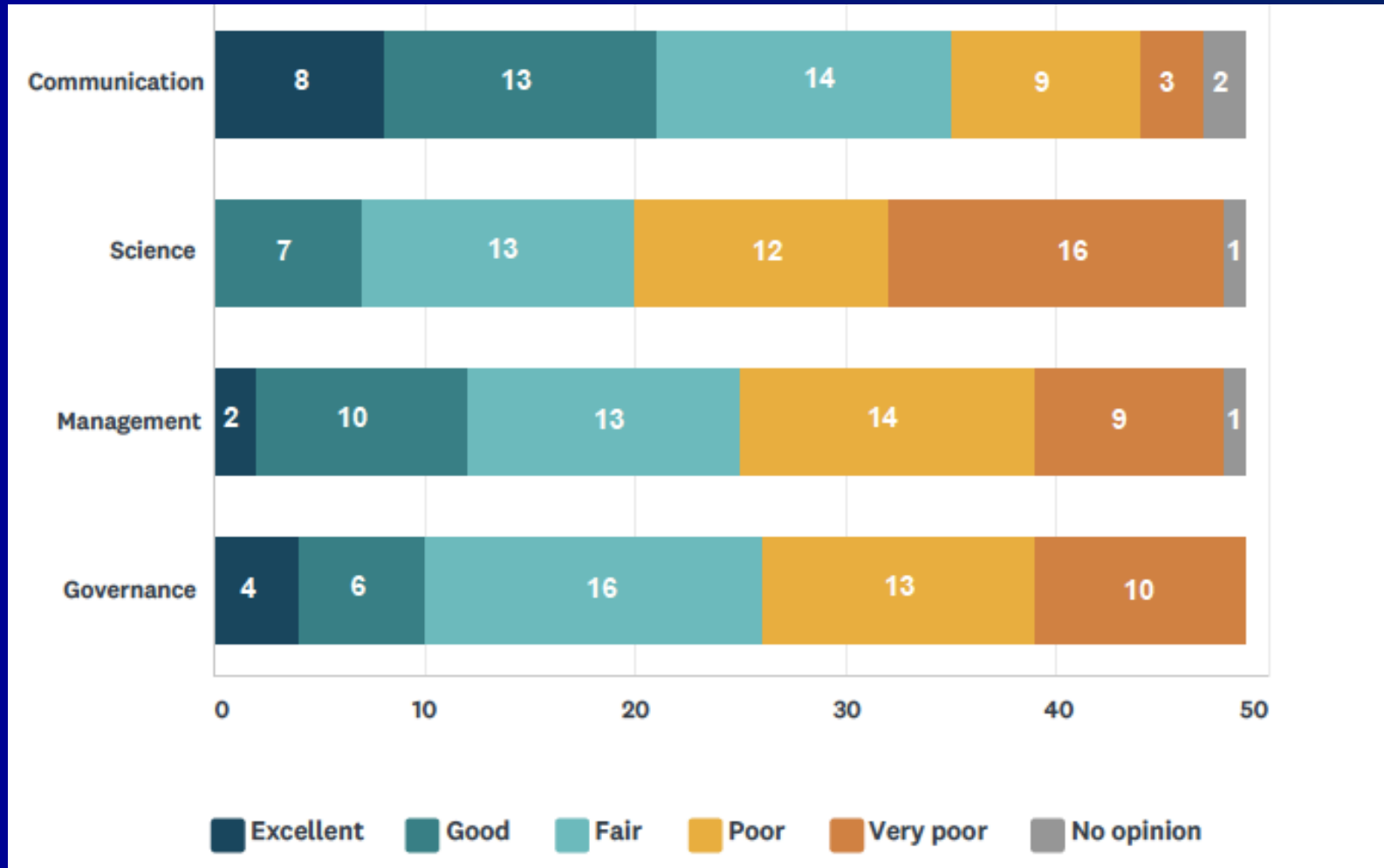
Goal ratings

Commercial



Goal ratings

For-hire



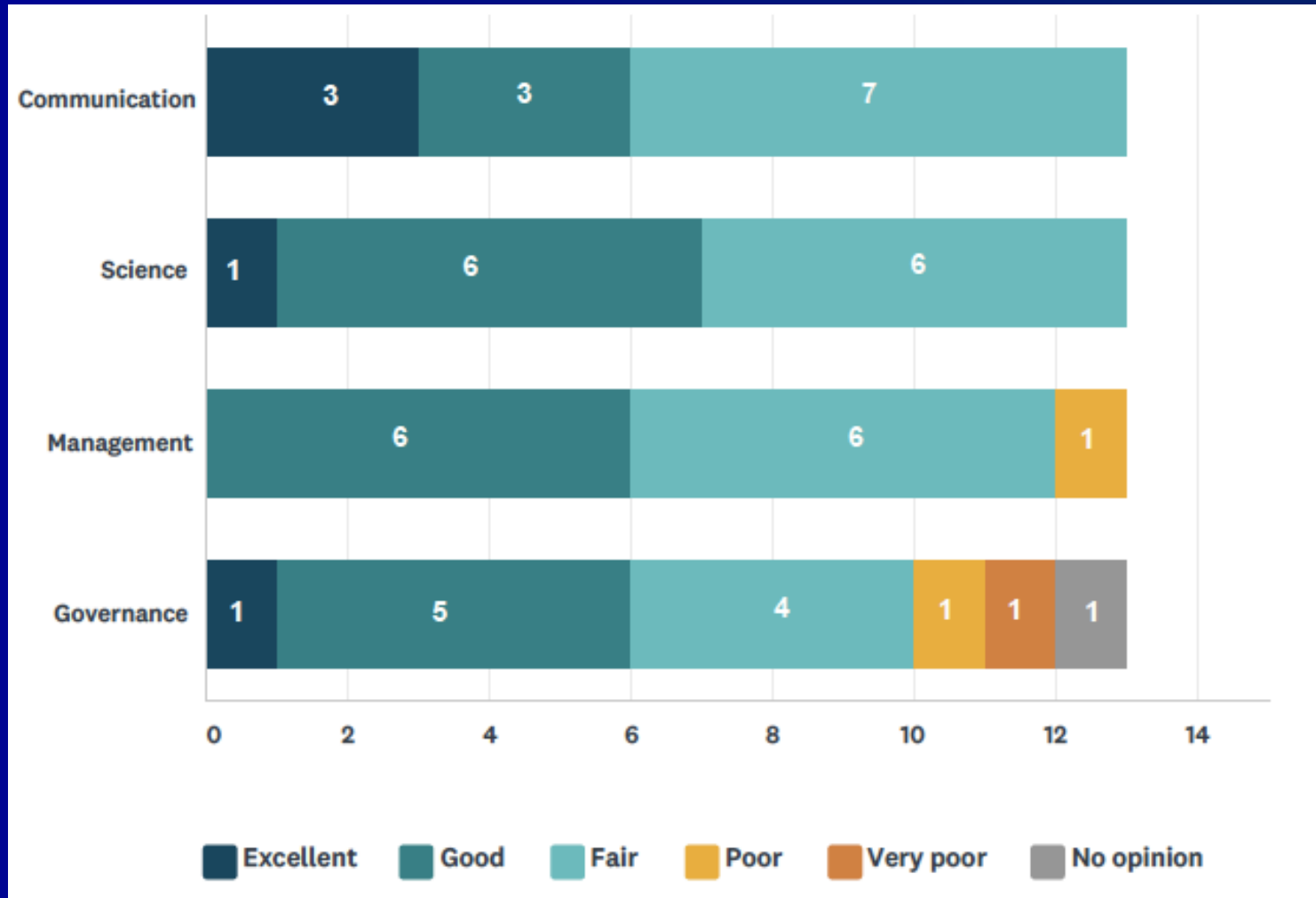
Goal ratings

Interested public



Goal ratings

Non-Governmental Organization



Communication

Objective Ratings and Themes

Current communication objectives

Develop and **implement a strategic communications plan** to provide clear and accurate information to a broad range of stakeholders.

Engage a diverse audience of stakeholders.

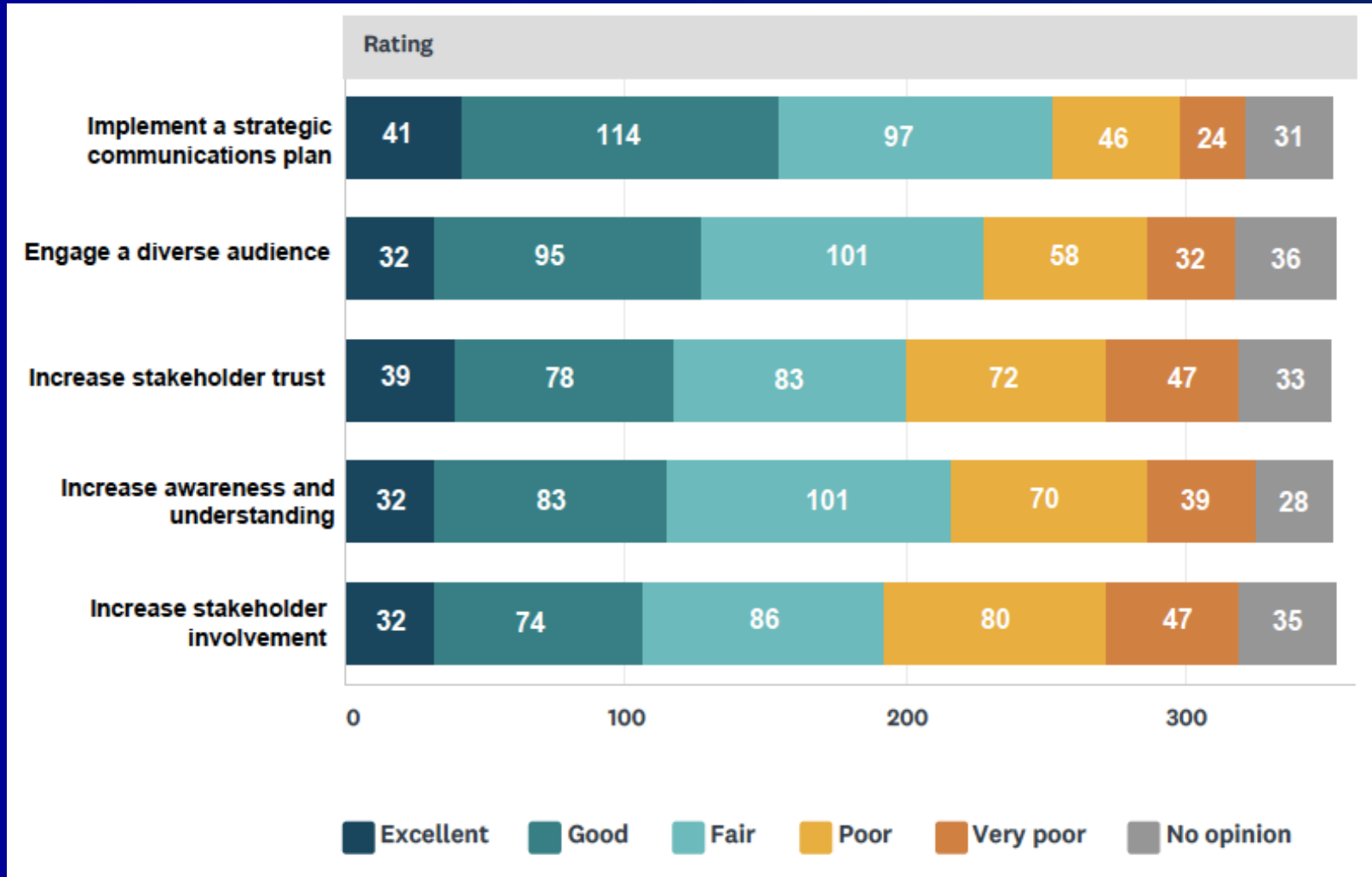
Increase stakeholder trust and facilitate greater stakeholder engagement by making the Council process accessible and transparent.

Increase awareness and understanding of fishery science and management.

Increase stakeholder involvement in the development of fishery management actions.

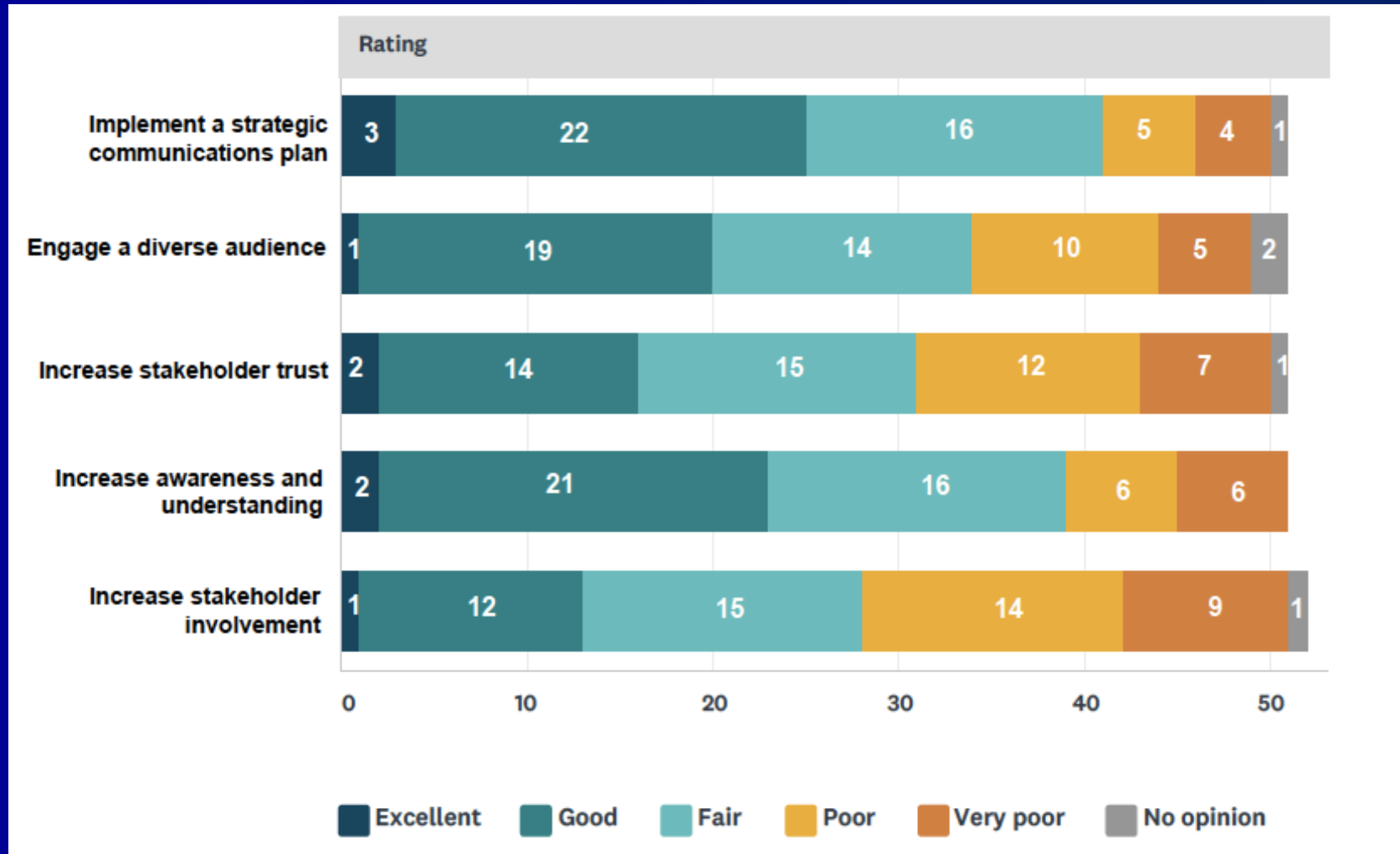
Communication objective ratings

All respondents



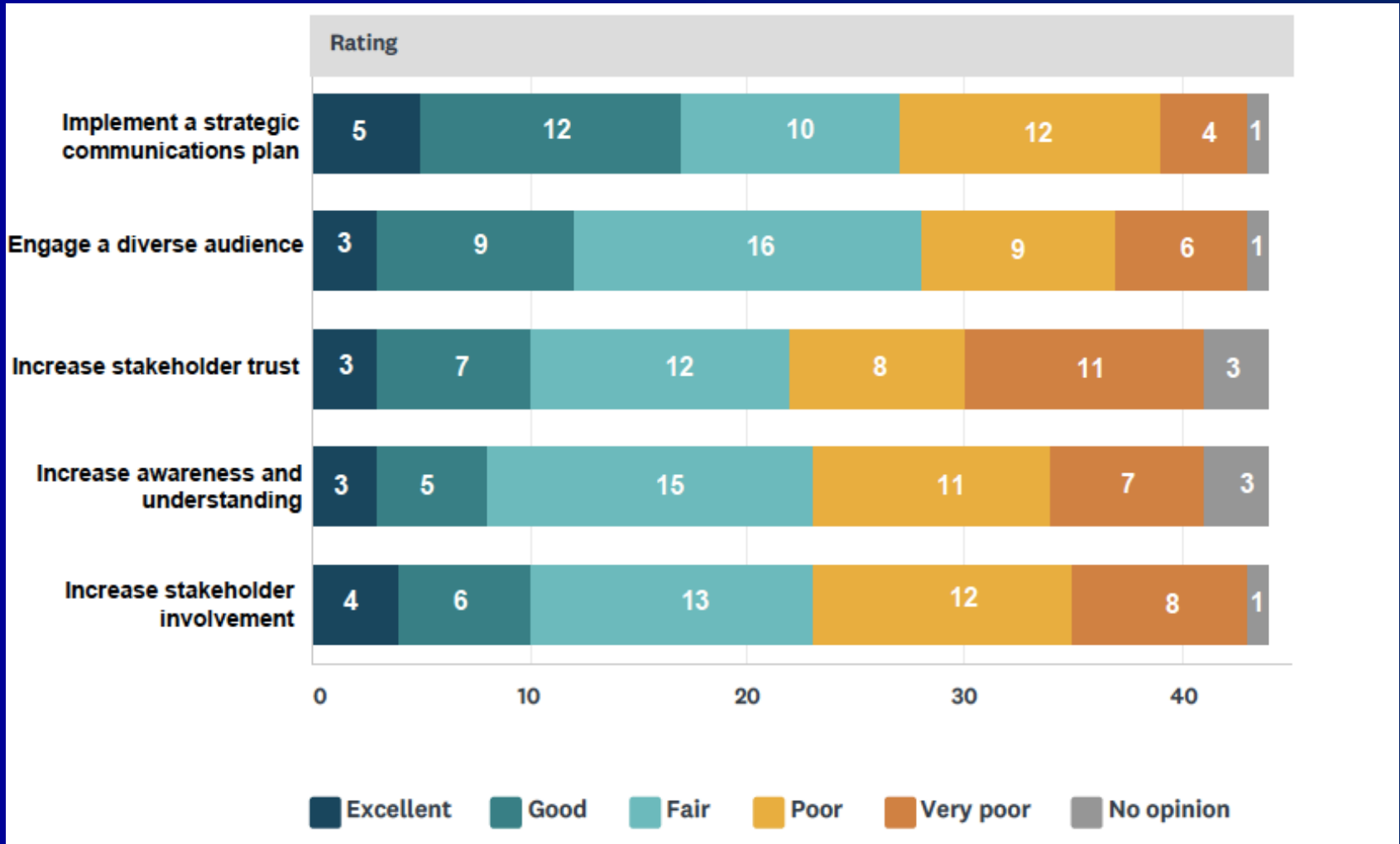
Communication objective ratings

Commercial



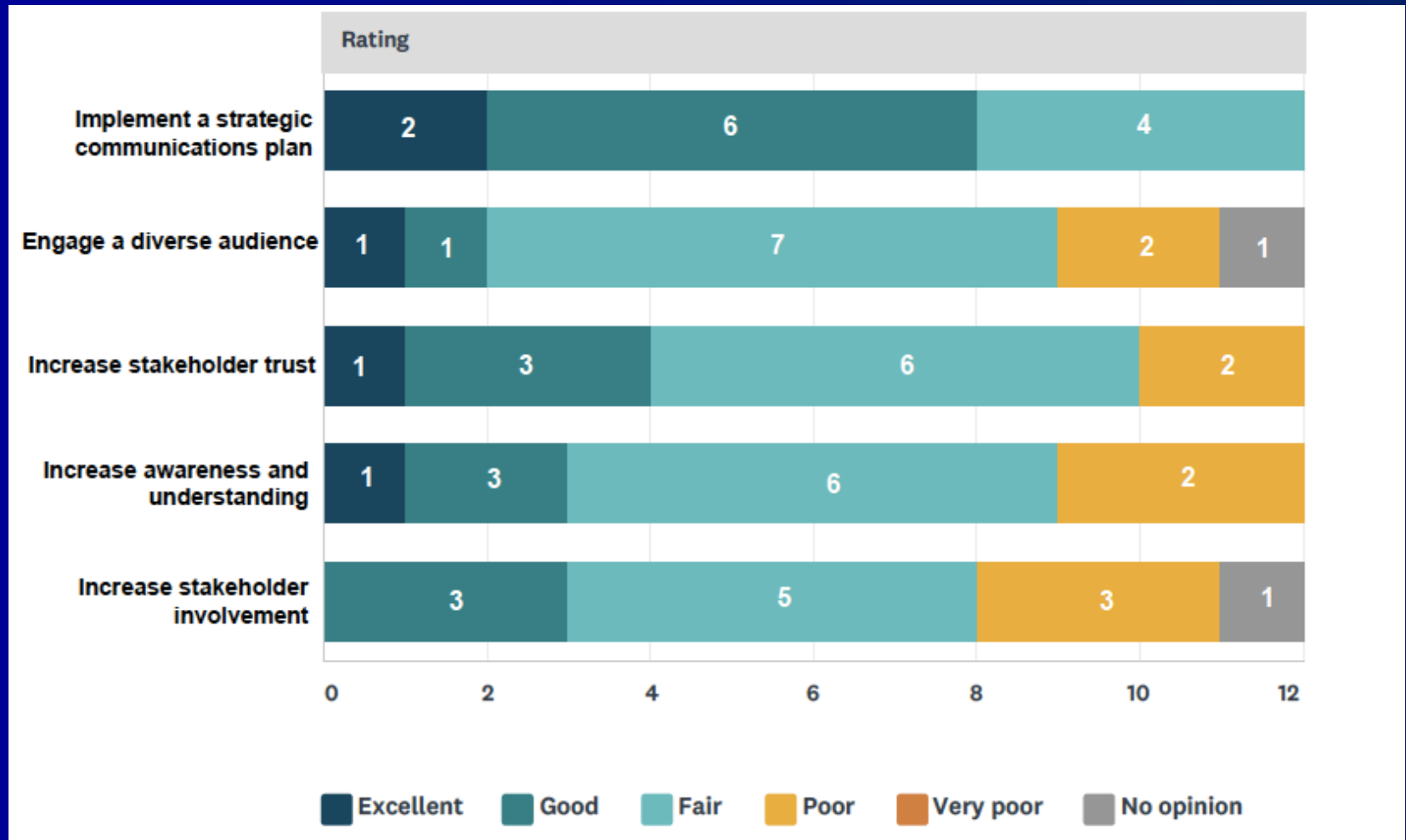
Communication objective ratings

For-hire



Communication objective ratings

Non-Governmental Organization



Communication themes

- Great goal, better execution
- Frequency, simplicity and clarity
- Targeted outreach to a broader constituency
- Listen — communication is two-way street
- Meeting accessibility
- Communication and outreach tools and use
- Better response to stakeholder input
- Transparency in decision-making

Science

Objective Ratings and Themes

Current science objectives

Promote the collection and analysis of **accurate and timely scientific data** to support the Council's management plans and programs.

Improve our understanding of the **social and economic dimensions** of Mid-Atlantic fishing communities.

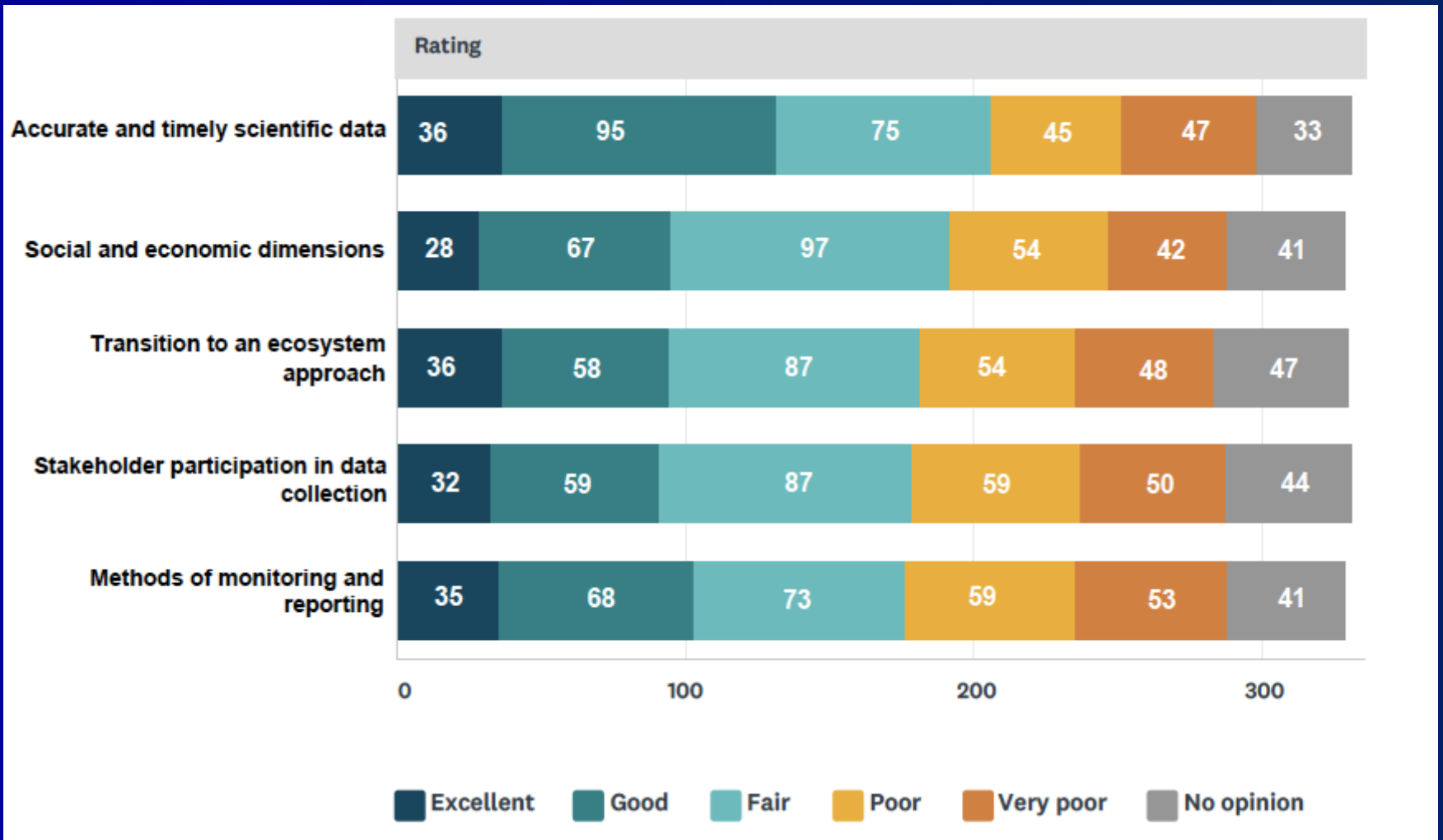
Promote the collection and analysis of data needed to support the Council's **transition to an Ecosystem Approach** to Fisheries Management.

Encourage effective **stakeholder participation in data collection** and analysis.

Promote efficient and accurate **methods of monitoring and reporting**.

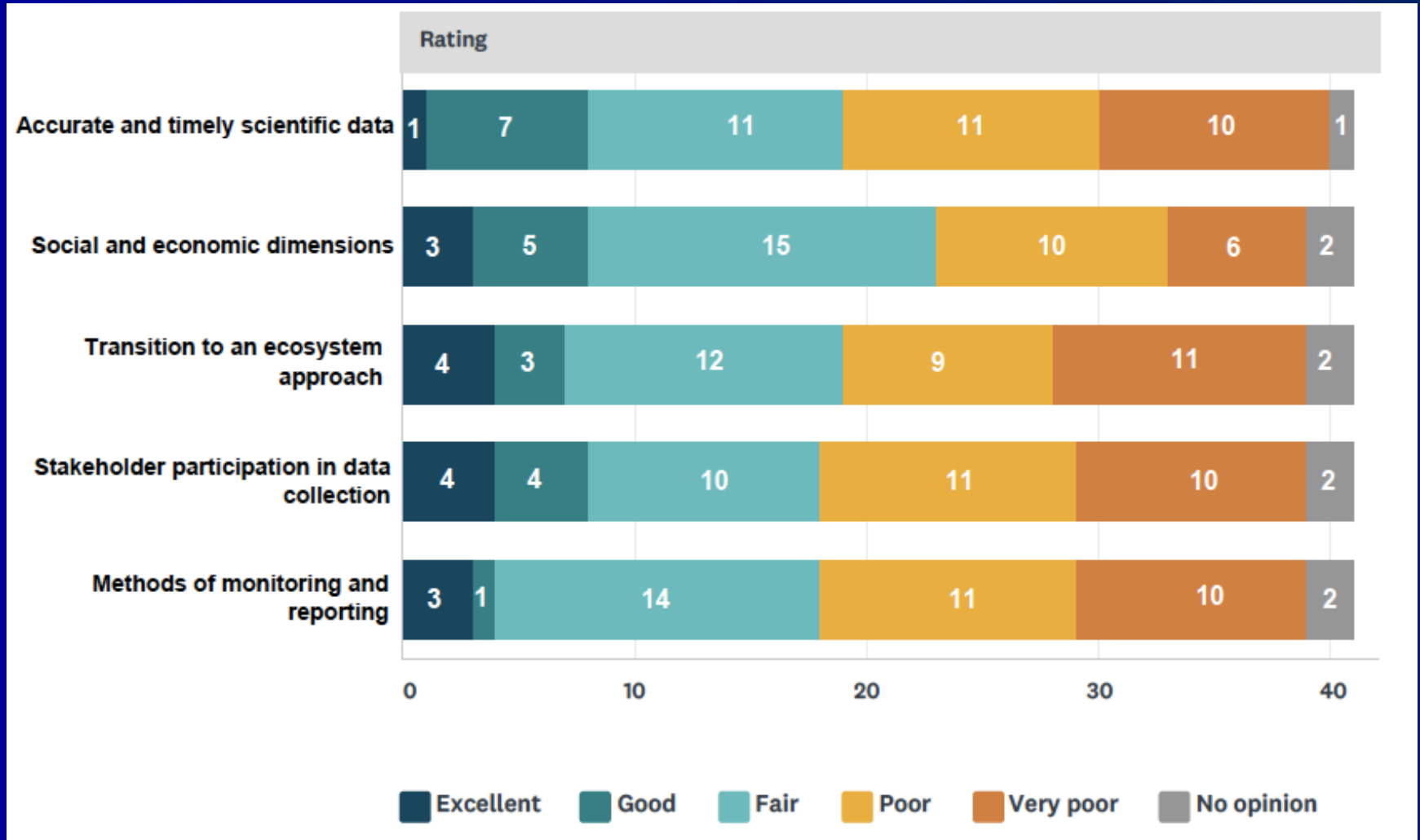
Science objective ratings

All respondents



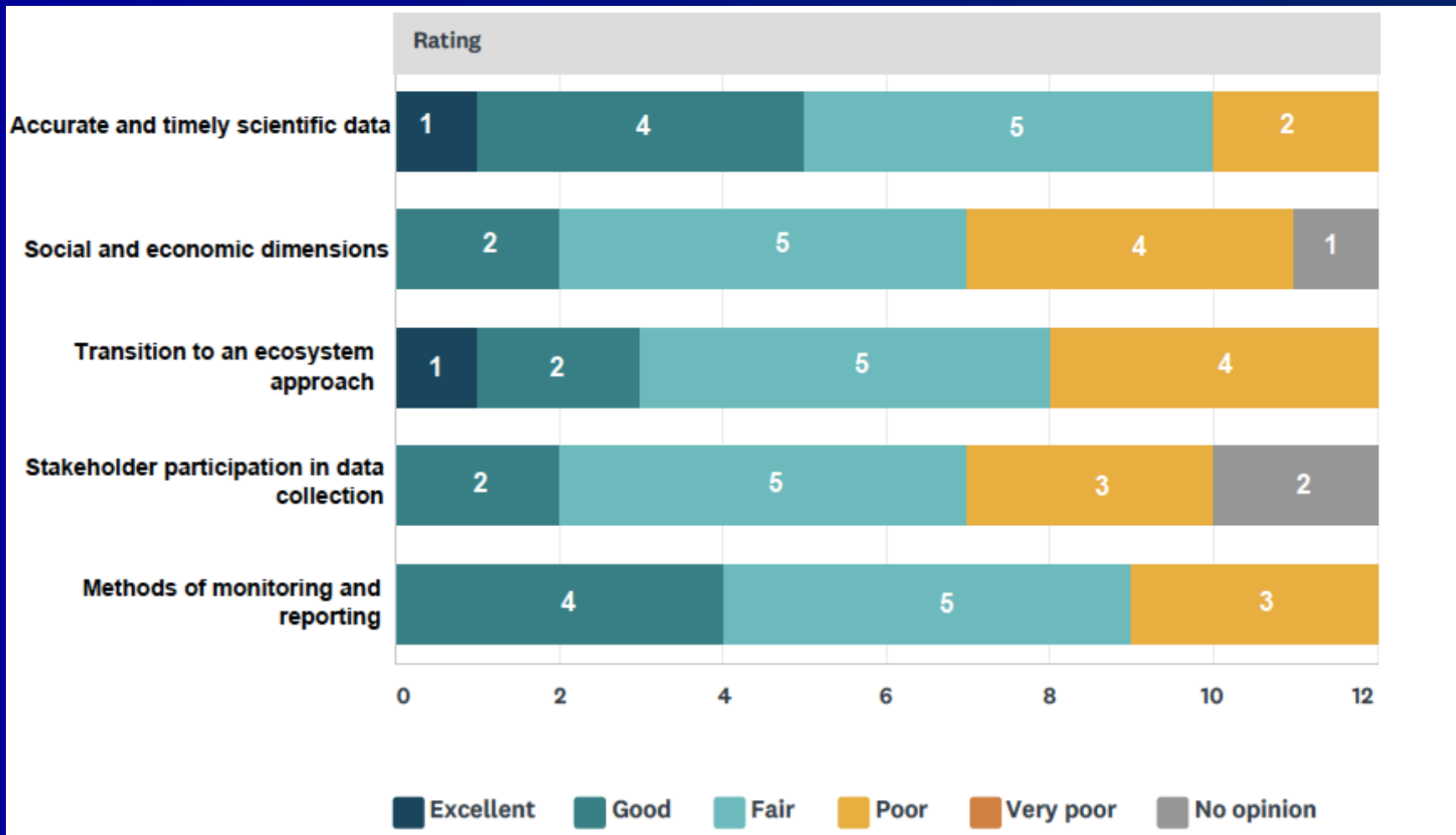
Science objective ratings

For-hire



Science objective ratings

Non-Governmental Organization



Science themes

- Better goal execution
- Data accuracy and credibility
- Integration of on-the-water fishermen observations; collaborative science
- Focus on ecosystem, habitat and climate science/modeling
- Ecological catch limits for forage species
- Improve monitoring and reporting
- Data collection methods/technology
- Improve social and economic information

Management

Objective Ratings and Themes

Current management objectives

Evaluate the Council's **fishery management plans**.

Incorporate economic and social analysis of management alternatives into the decision-making process.

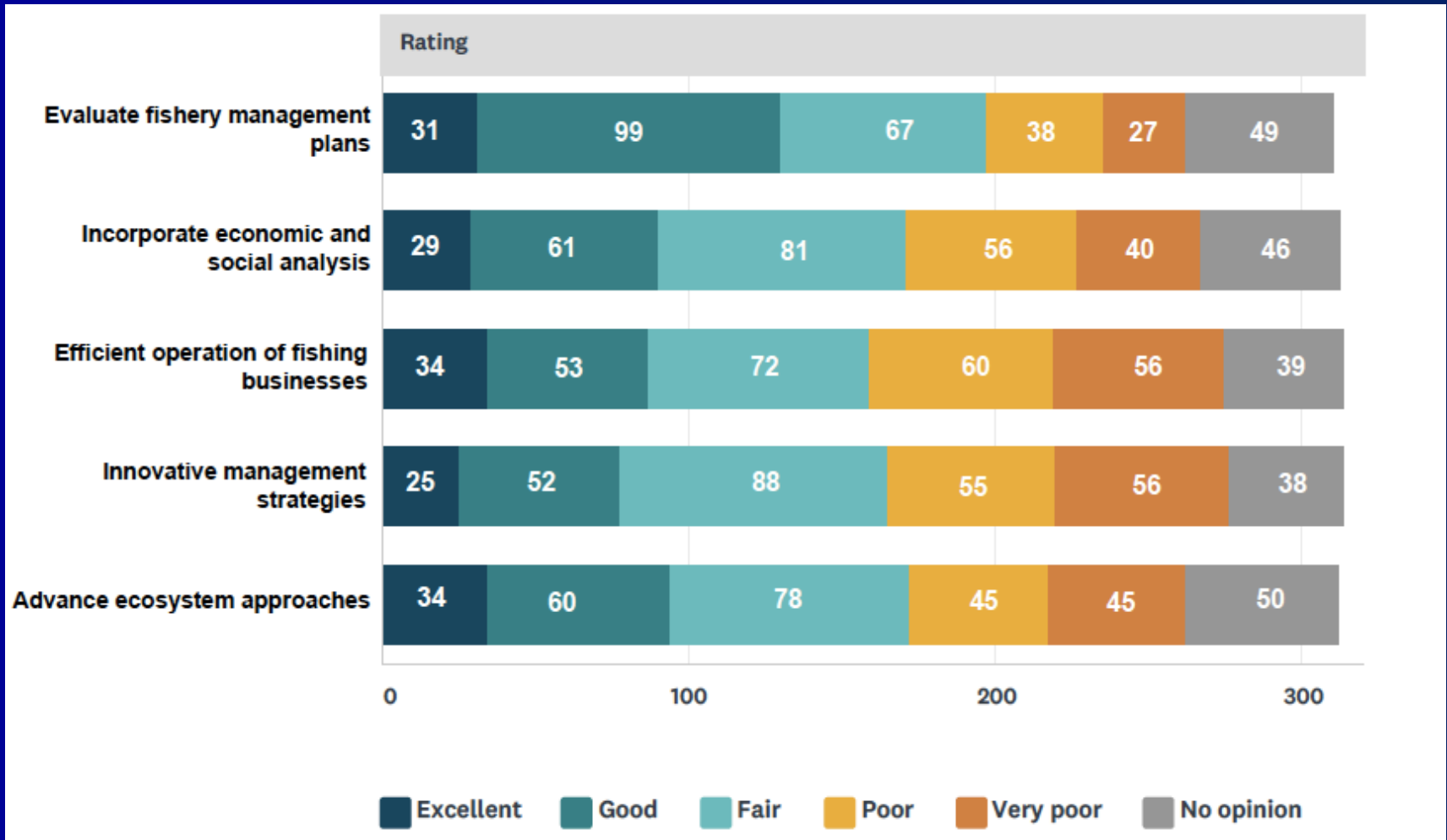
Develop management strategies that enable **efficient operation of** commercial and recreational **fishing businesses**.

Develop **innovative management strategies** for recreational and commercial fisheries.

Advance ecosystem approaches to fisheries management in the Mid-Atlantic.

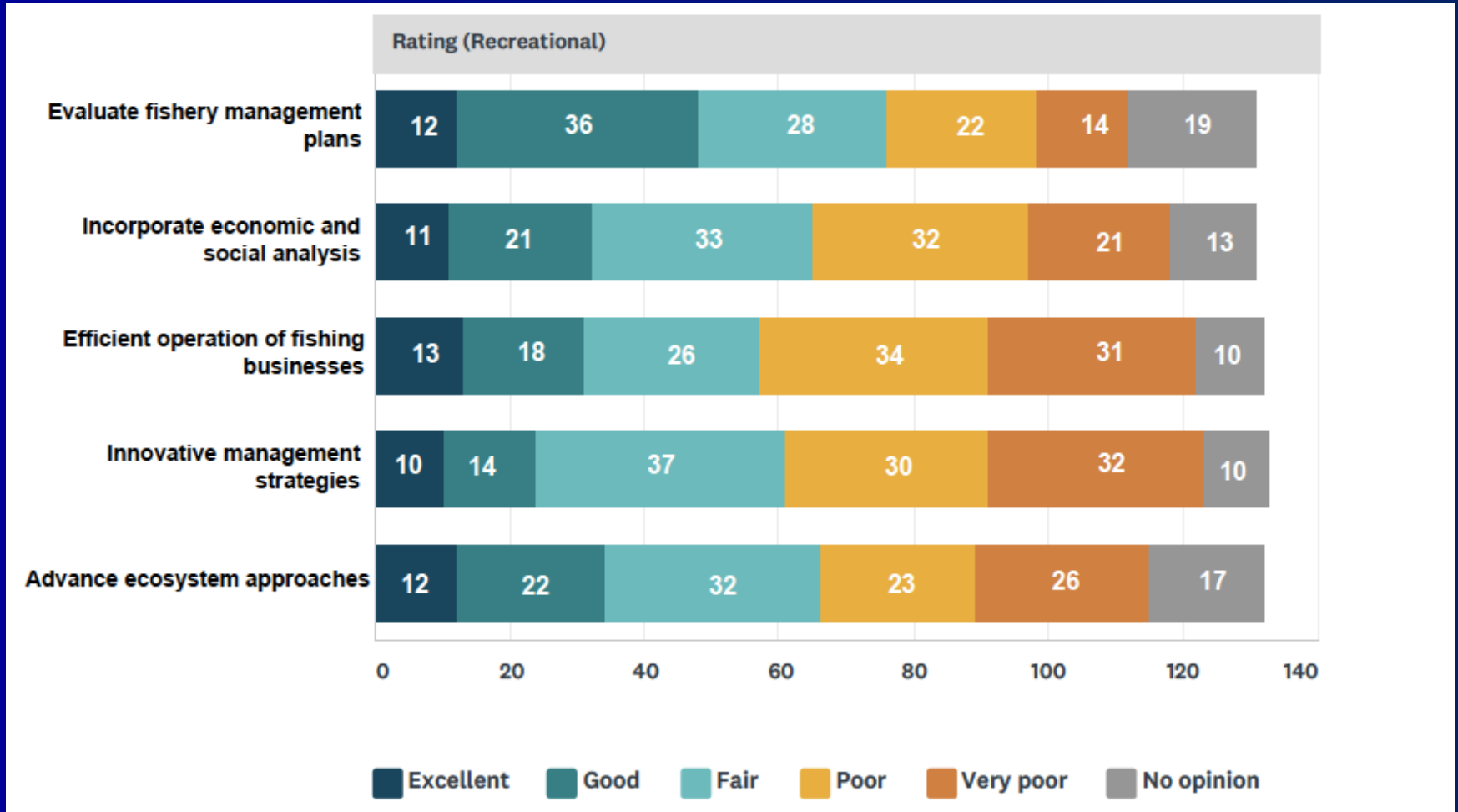
Management objective ratings

All respondents



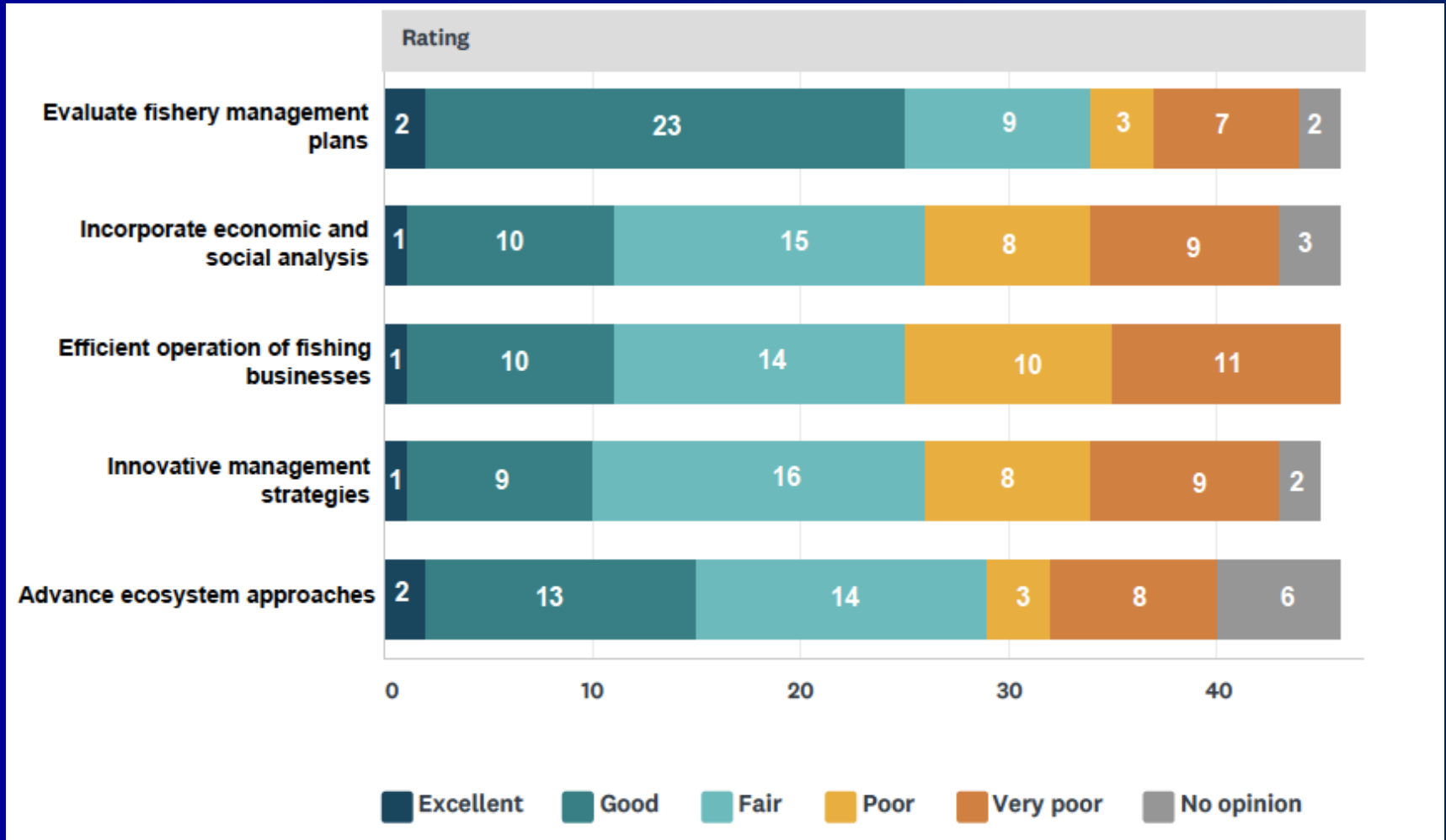
Management objective ratings

Recreational



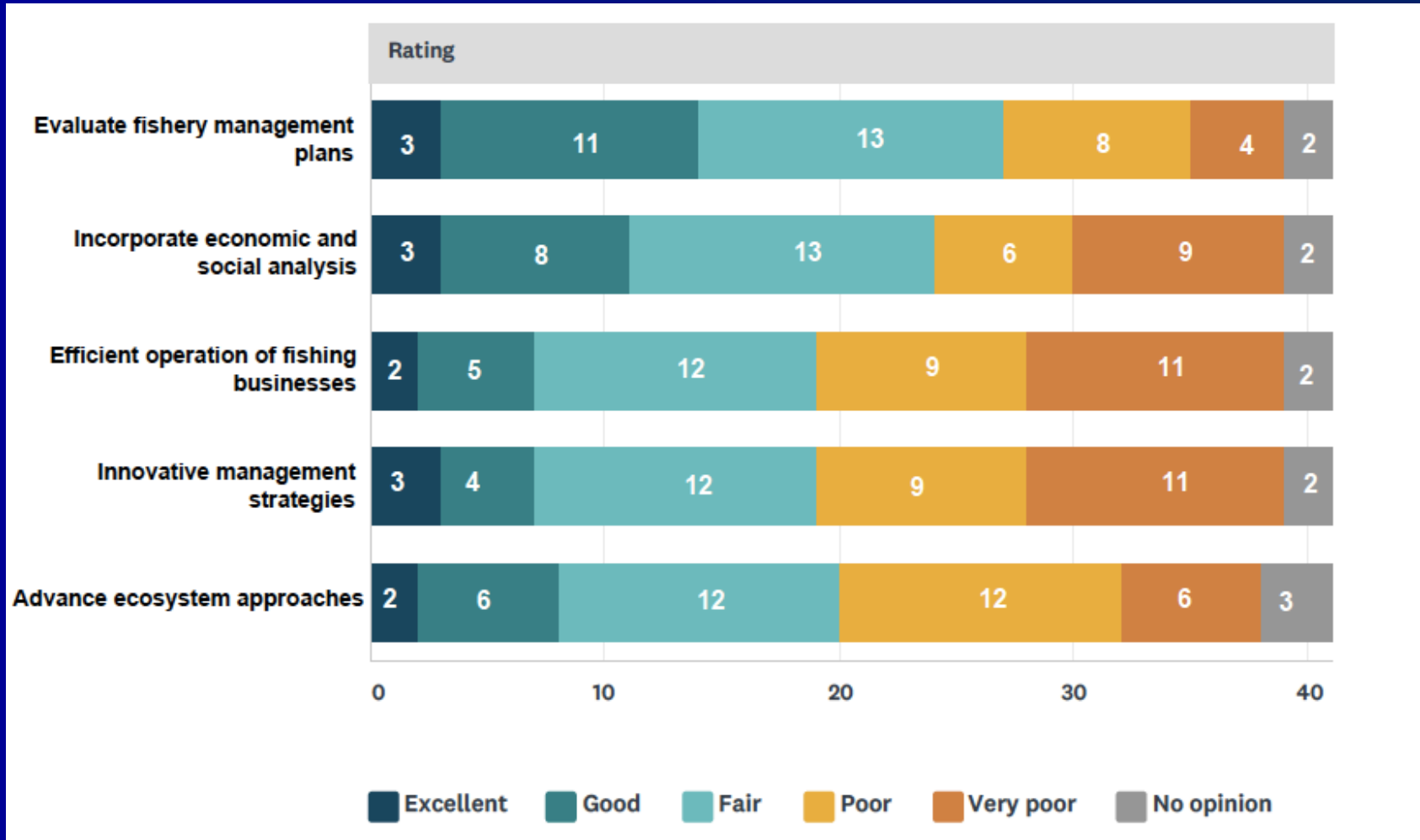
Management objective ratings

Commercial



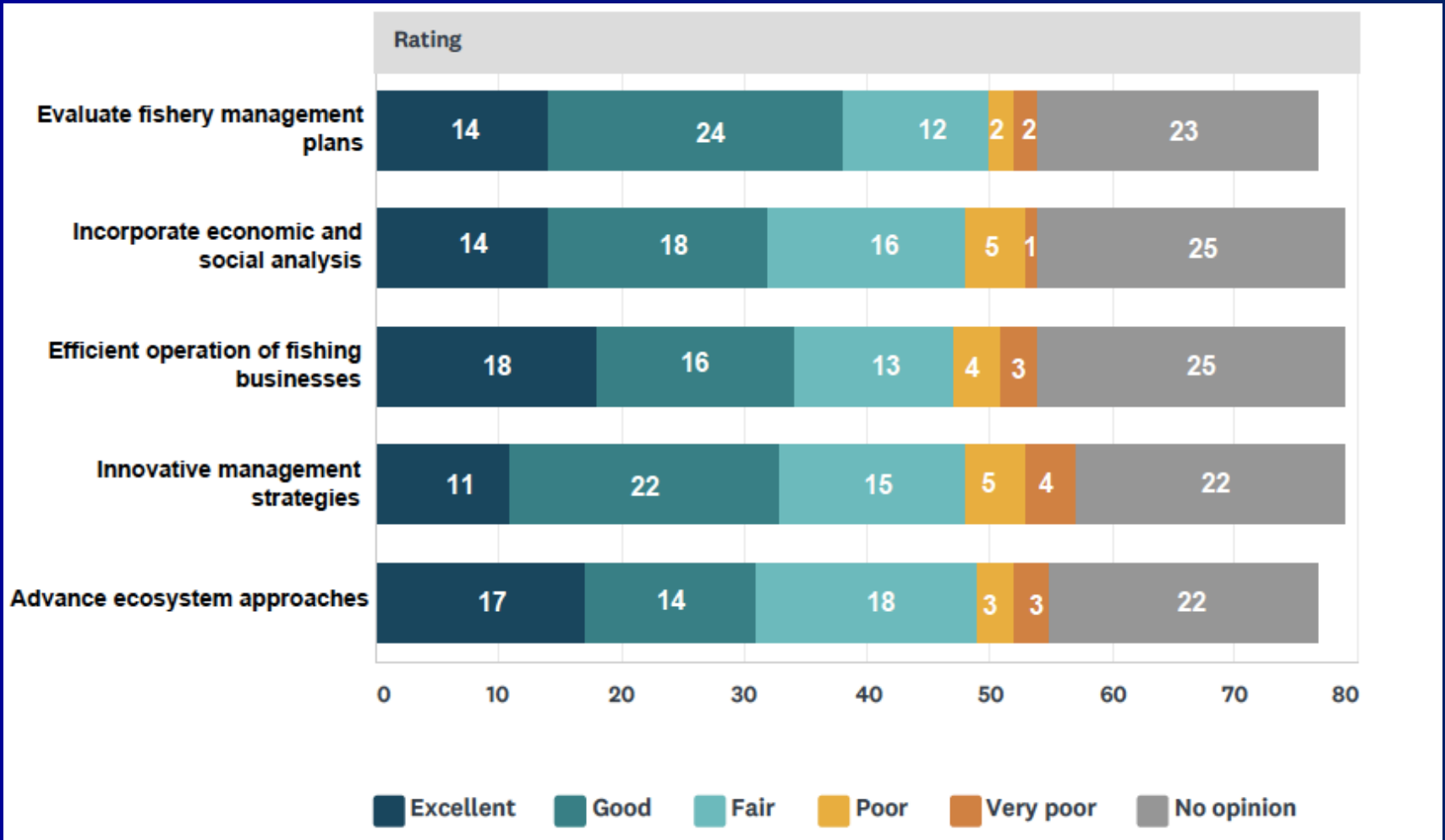
Management objective ratings

For-hire



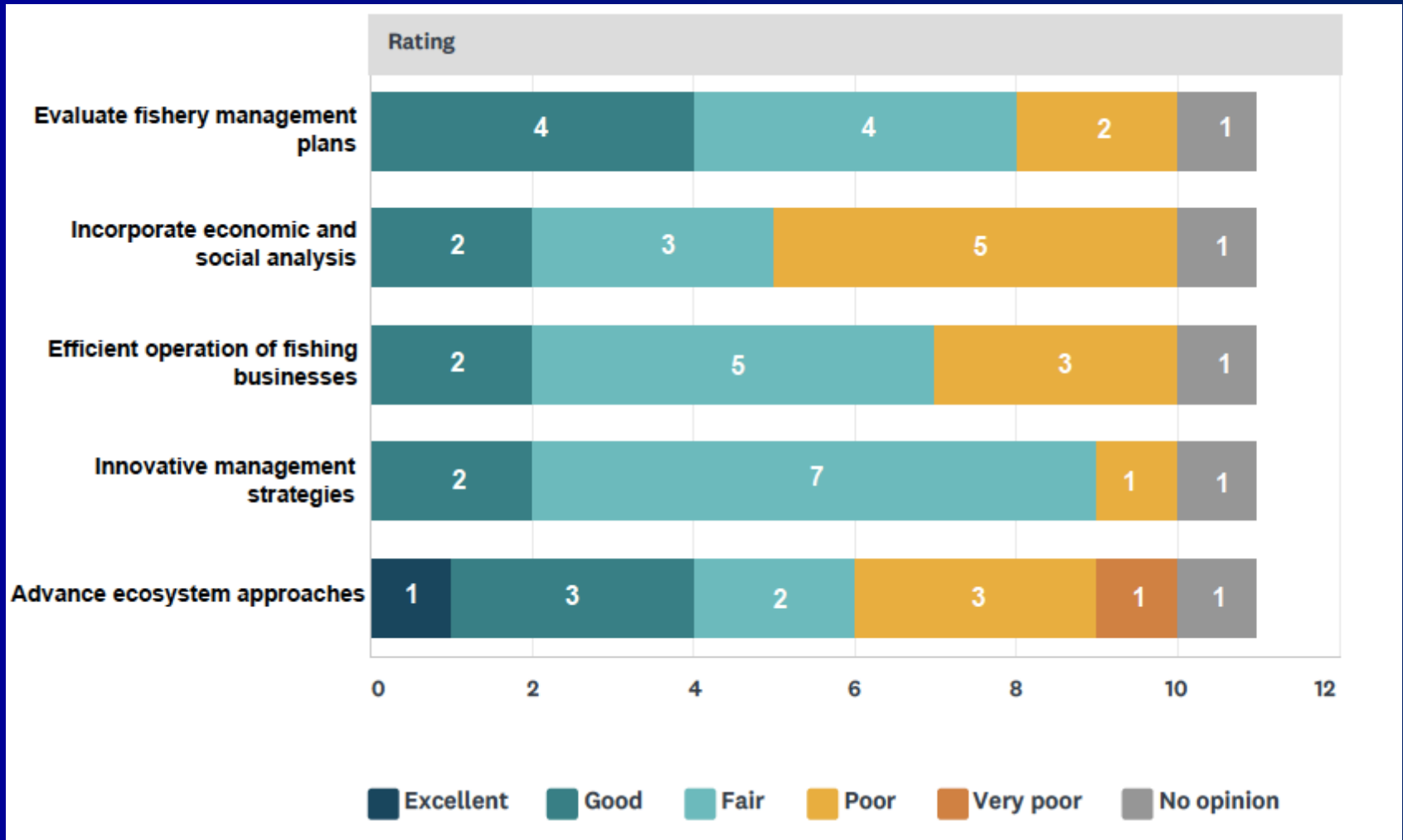
Management objective ratings

Interested public



Management objective ratings

Non-Governmental Organization



Management themes

- Consideration of aquaculture
- Sustainability of fishing businesses and communities
- Balance of stakeholder interests
- Implement ecosystem-based management strategies
- Protection of forage species
- Economic impact of fishing activities
- Manage for abundance
- Habitat protection and contribution to productivity

Governance

Objective Ratings and Themes

Current governance objectives

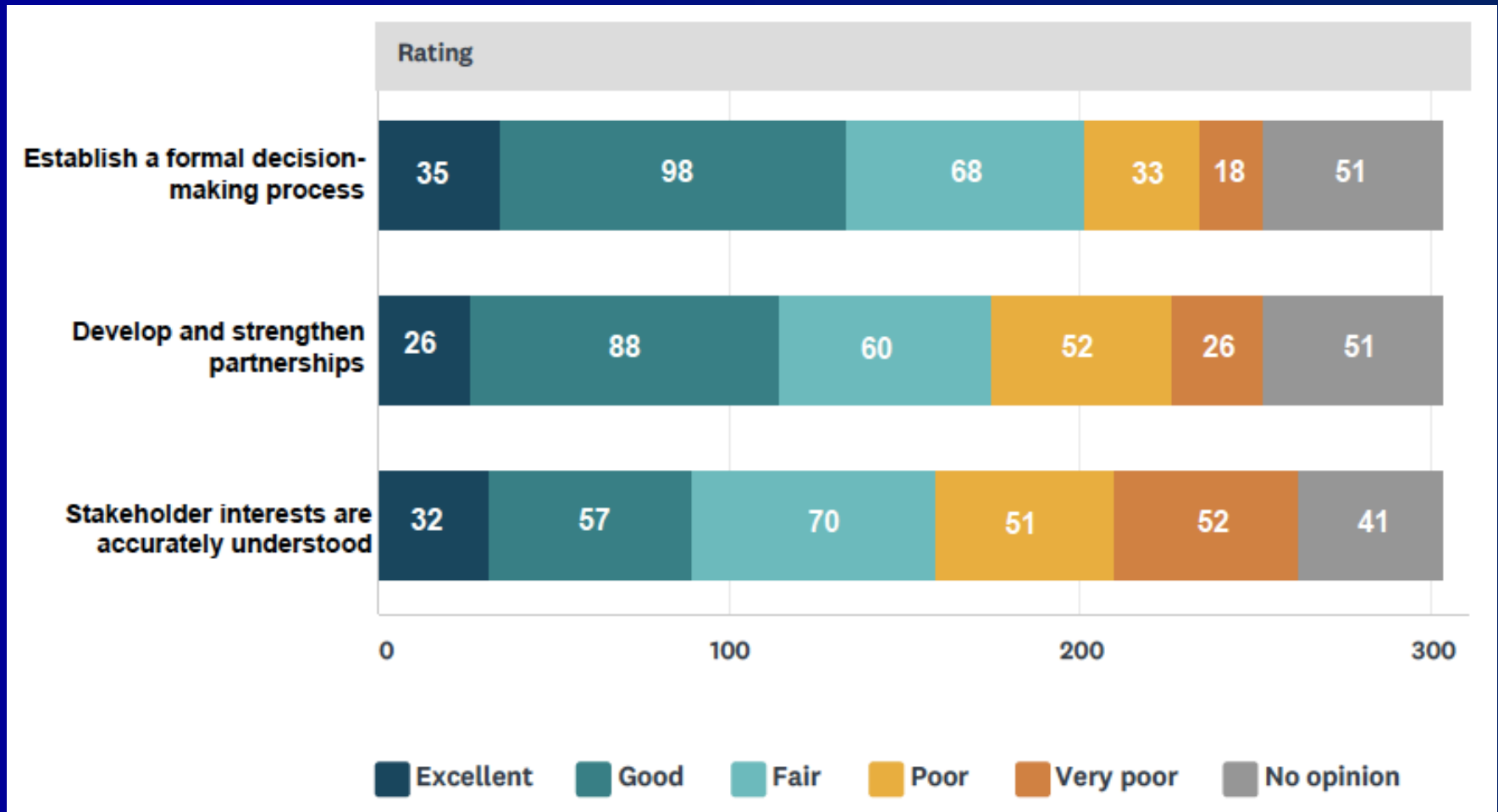
Establish a formal decision-making process for the development and evaluation of management actions.

Develop and strengthen partnerships to promote greater efficiency and enhance coordination among management partners and other relevant organizations.

Ensure that **stakeholder interests are accurately understood** and meaningfully considered in the Council process.

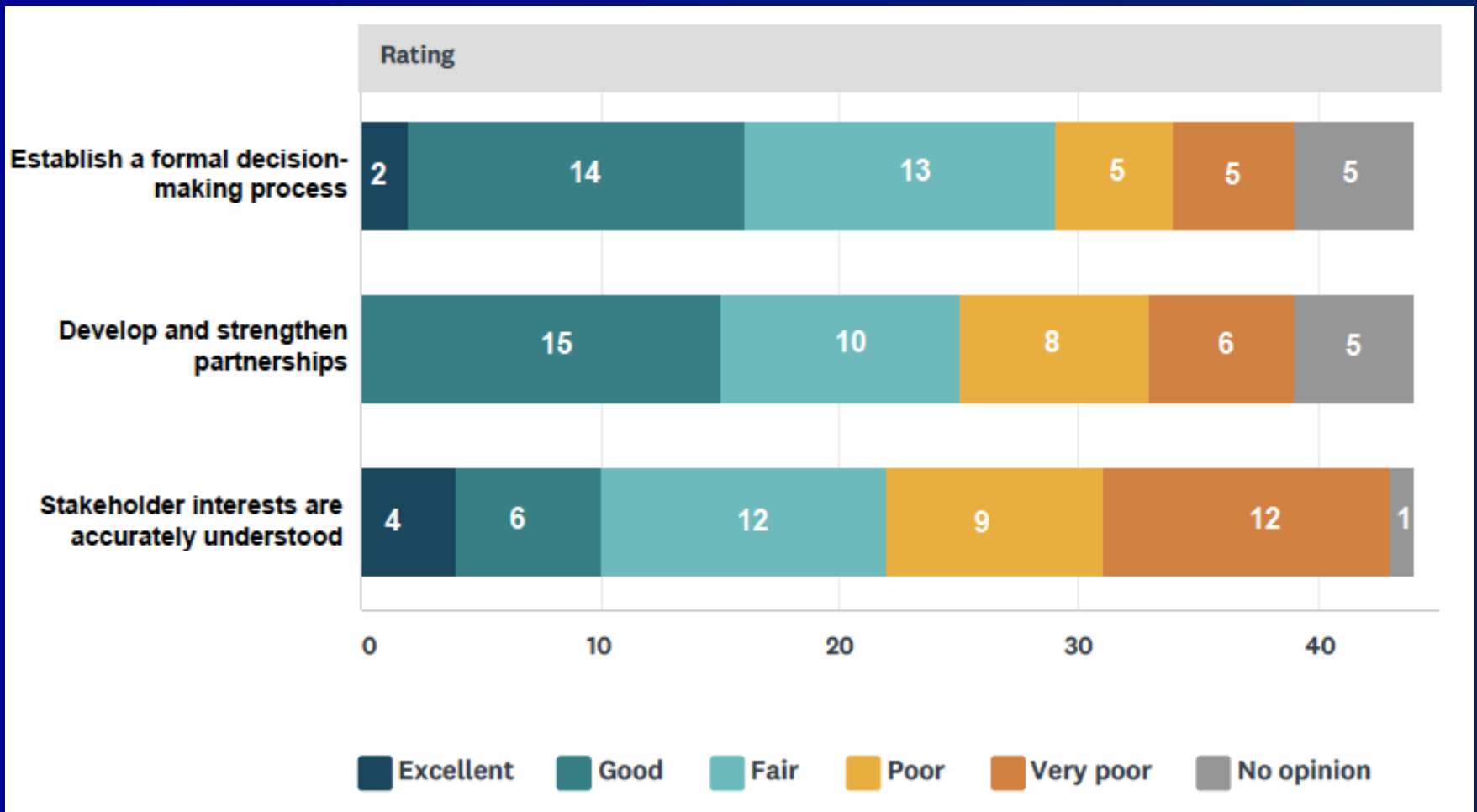
Governance objective ratings

All respondents



Governance objective ratings

Commercial



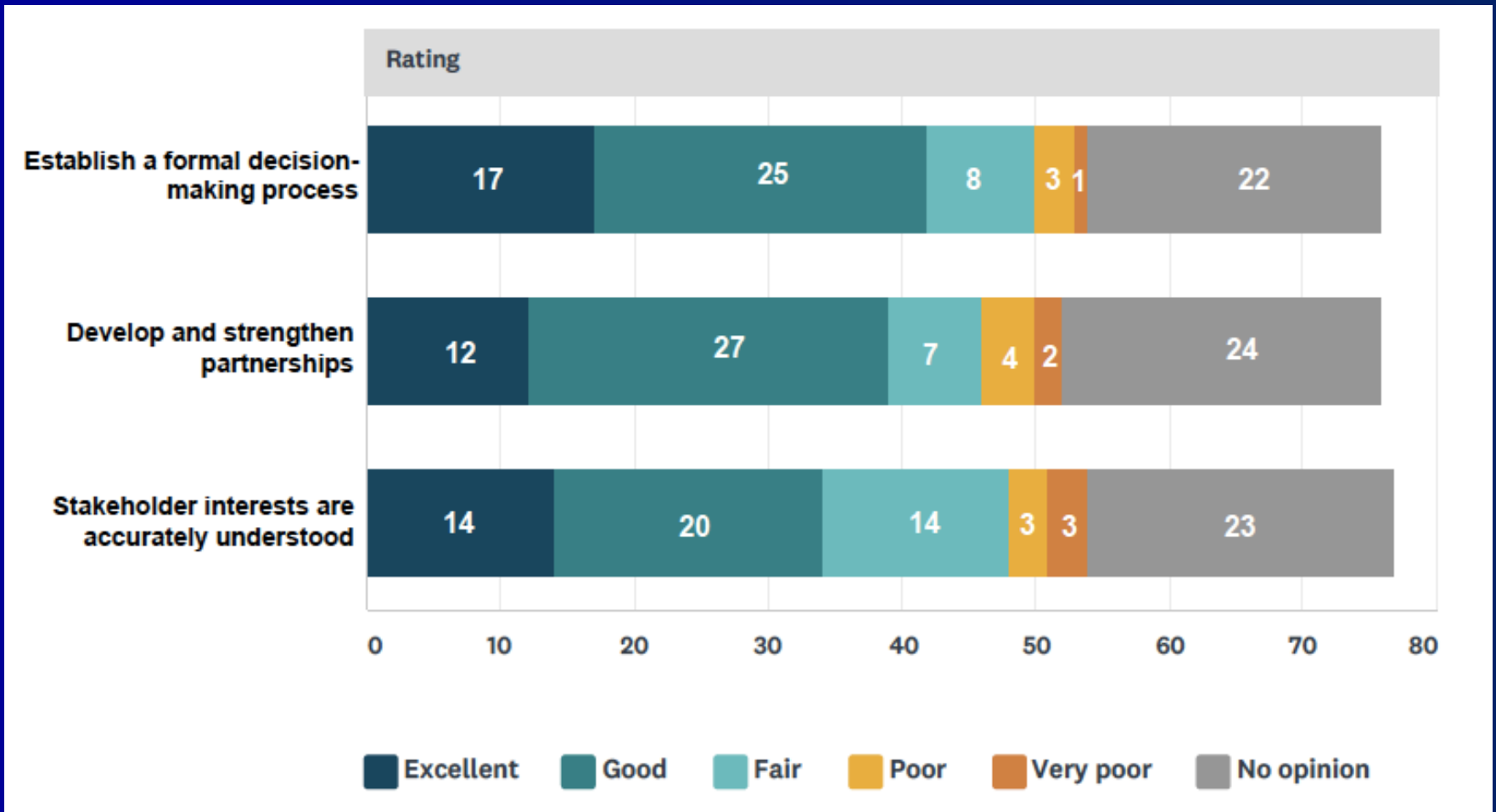
Governance objective ratings

For-Hire



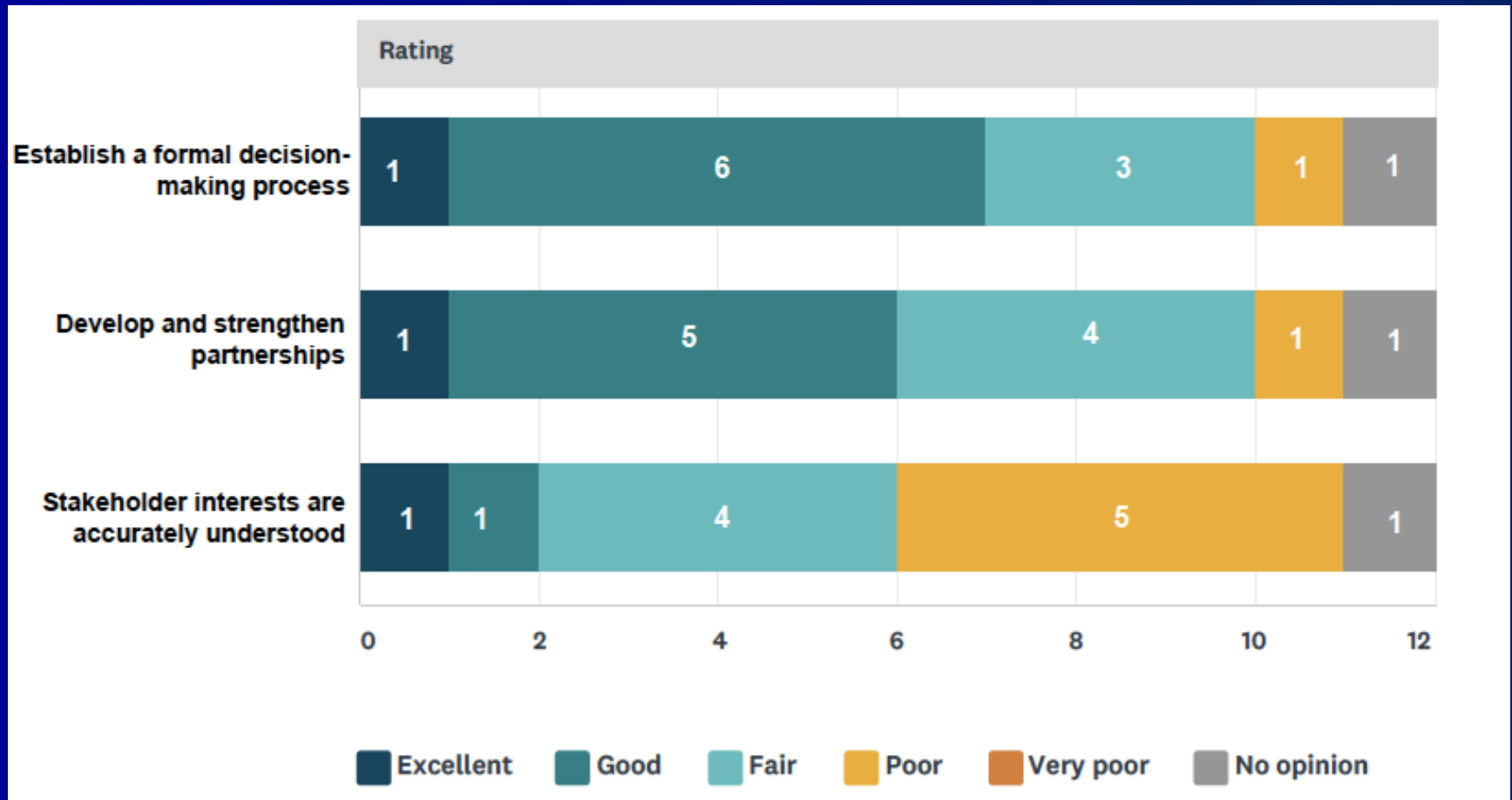
Governance objective ratings

Interested public



Governance objective ratings

Non-Governmental Organization



Governance themes

- Better execution
- Balance/consideration of stakeholder input and interests
- Methods of stakeholder participation
- Coordination with management partners on climate change impacts
- Conflicting ocean uses
- Process transparency/accountability
- Politics, influence of special interests

Future Priorities

Future priorities

- Offshore ocean uses (wind, seismic exploration, aquaculture)
- Climate change and shifting species distributions
- Allocations and access
- Ecosystem approaches, habitat protection, forage species protections
- Collaborative efforts to improve data accuracy, catch estimates and reporting
- Incorporation of social and economic considerations

Future priorities

- Stability/flexibility in regulations and fishing seasons
- Minimize discards, improve fishing methods
- Increase/improve coordination with management partners on overlapping species and habitats
- Stakeholder balance/representation
- More public education/outreach
- Increase transparency, eliminate politics

Feedback

- Council performance under the 2014-2018 Strategic Plan
- Recommendations for future priorities and activities
- Strategic Plan webpage: www.mafmc.org/strategic-plan